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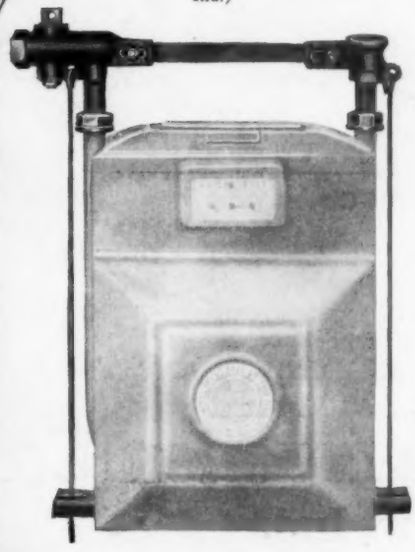
LATTIMER-STEVENS
METER CONNECTIONS

Designed Right—Made Right

No. 405 Connection with shelf—(Note flat head stop cock built into inlet end.)



Same Connection apart. Simplicity pleases workmen.

A new tie-in bar type of Meter Connection having end-opening inlet and top opening outlet.

Stop cock core is of red brass carefully ground in to a gas-tight, smooth-working fit. An economical, serviceable assembly.

Setting Meters with certainty of accurate alignment of screws is a simple operation with L-S Adjustable Connections. Caps are first run down by hand, shelf adjusted to hold meter in place, caps lifted for checking alignment—then just the fractional adjustment needed can be seen, not guessed at.

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Columbus, Ohio

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WILL W. BARNES
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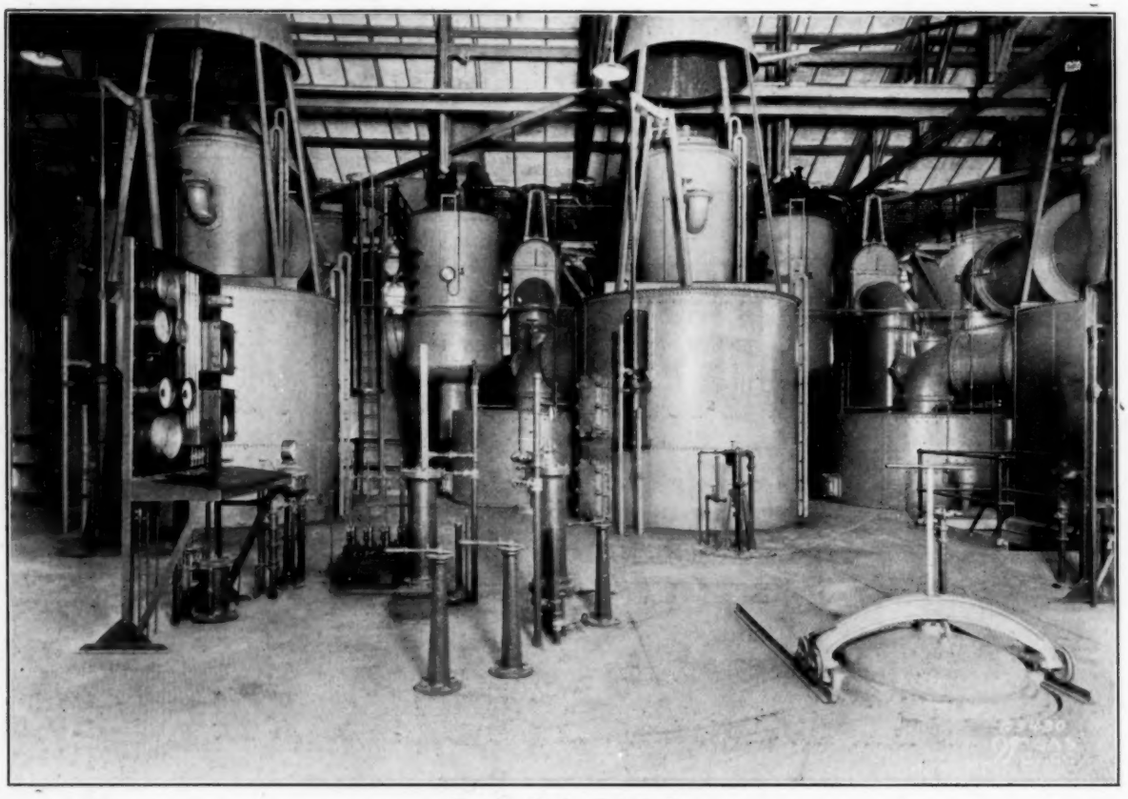
INDEX TO CONTENTS, PAGE 4

ADVERTISING INDEX, PAGE 33



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The Western Gas Construction Co.

Fort Wayne, Ind.

Standard "Western" water gas sets provide a reliable source of gas. Excellent capacity and economy results are being secured from the sets shown above.

Compare the size of the stack tee with the diameter of the superheater, the size of the charging door with the adjacent floor stands.

Standard Water Gas Sets **Purifiers** **Holders** **Complete Gas Plants**

GLOVER-WEST *Vertical Retorts*

Special Features

HEATING

The method of heating the retorts is one of the main features of the Glover-West system; inasmuch as the combustion chambers extend, not in the direction of the length of the retorts, but transversely to them in definitely controllable zones, the temperature can be increased at any particular point in the length of the retort WITHOUT AFFECTING the temperature at any other point.

On the other hand, with combustion chambers extending along the retort, downward or upward, it is impossible to obtain a high AVERAGE temperature of the retort without a MAXIMUM temperature which must be considerably greater than in the Glover-West system, in which the average temperature inside the retort can be maintained at a high level without exposing the refractory materials to a maximum approaching their critical temperature.

This point will be the more appreciated when it is remembered that, working at a temperature of 2500° F. a difference of 100° F. will have a definite effect on the life of the refractory materials. Only by this method of heating, too, can it be claimed that the gas in its passage through the retort need never pass through a zone hotter than that in which it was evolved.

Another feature of the Glover-West system of heating is that the fuel gas, secondary air and products of combustion travel always forward and upward from the points of combustion; they never travel in a downward direction, so that the setting can be worked with a minimum pull; only just sufficient, in fact, to remove the waste gases. The result is a long flame and slow travel of the gases in the combustion chambers, and a long working life for the retorts and brickwork exposed to the maximum temperatures.

After setting is started the heats are regulated by means of the chimney dampers alone. It is not necessary to adjust the dampers of the individual combustion chambers when the distribution of the heats throughout the length of the retorts requires to be altered. One of the essential features of the Glover-West system of heating is the facility with which the temperatures can be varied at short notice to suit varying classes of coal and varying volumes and qualities of gas.

GLOVER-WEST

COKE EXTRACTOR

WEST GAS IMPROVEMENT CO.
of America, Inc.
150 Nassau St. New York

American Gas Journal

SIXTY-THIRD YEAR

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Contents of This Issue

A Meter Shop of Novel Design. By Charles W. Geiger..... 489

New Apparatus for Gas Analysis..... 491

Public Utilities Advertising Your City..... 493

Gas Making from Mixed Coals. By Wm. C. Butterworth..... 495

Advertising the Public Service Industry.
By Bernard J. Mullaney 497

Formation of Public Utilities Advertising Section..... 499

As the Journal Views It..... 501

Are You Looking Ahead?

New Recruits for the Gas Industry.

Governor Smith Signs Dollar Gas Bill..... 504

Industrial Gas Section Organized..... 506

Public Utilities Securities Market Report..... 509

News of the Gas Industry..... 510

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A Meter Shop of Novel Design

UNIQUE METER REPAIR PLANT KEEPS 130,000 GAS METERS IN SERVICE

Charles W. Geiger

The Pacific Gas & Electric Company has recently placed in operation a gas meter repair shop for the repairing and testing of the 130,000 gas meters in service in San Francisco. The perfection of the gas meter repair shop organization and the excellent working facilities for the care of gas meters enable the Pacific Gas & Electric Company to maintain them in a state of highest efficiency. All equipment is arranged so that meters travel in a continuous circuit during the various stages of repairs, minimizing loss of time. A large storage battery industrial truck, capable of carrying 100 meters from the shop to the distribution room, is used. The truck is also used for handling the disposal of all garbage and waste from shop. Provers are so arranged that the operator can handle two at a time. They are equipped with automatic air-raising devices and specially built two-foot draining tables are provided, so that operators can handle 80 meters simultaneously. Handling of neutral oil for oiling diaphragms of meters is expedited. A 40-gallon barrel with centrifugal pump attached for heating oil to the required temperature is provided. This new method not only saves floor space, but affords quicker action.

The shop is located on the top floor of a three-story reinforced concrete building recently completed. This top floor location is very desirable, as it prevents the odors escaping from being obnoxious to neighboring tenants. It is well ventilated, naturally lighted and kept scrupulously clean. During the winter months the shop is provided with a gas arc light installation that cannot be surpassed for illumination and economy. The installation is so designed as to meet the following requirements; properly directed light rays and air currents, purifying the air at the work bench and combining good illumination with good ventilation.

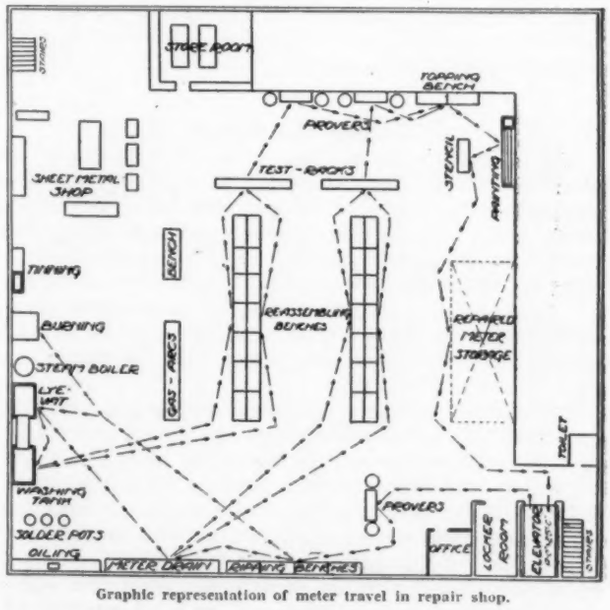
The shop arrangement makes it possible to reduce meter travel hundreds of feet with consequent saving in cost and better efficiency. The management has made this study for the best handling of meter repairs. Figure 1 is a graphic representation of meter travel in the repair shop.

General Method of Meter Repair

The method of procedure with respect to consumers' meters is as follows: The meter enters the shop (Figure 2) and stands for twelve hours. This enables it to become acclimated for testing purposes, since it is essential that the meter be of the same temperature as the atmosphere of the room in which it is to be tested.

The incoming meters are tested on a proving apparatus. This equipment consists of two 10-foot standard meter provers, such as are used by the Bureau of Standards of the U. S. Government in their tests. The provers are specially equipped with the most modern air-raising devices to eliminate the old method of raising the prover bells by hand power. To show the delicacy of the prover test, it is necessary that the water in the prover be of the same temperature as that of the surrounding atmosphere, since a difference of 4 degrees F. between the water in the prover and the atmosphere will show a discrepancy of 1 per cent in the test.

The test made by the operator consists of a check run according to the size of the meter. The proof is recorded on the meter tag by the operator in percentage fast or slow. This tag is forwarded to the bookkeeping department for record.



Graphic representation of meter travel in repair shop.

The meter now travels from the prover operator to the ripping bench, where the top and back plates are removed, after which the water and condensate are drained from the columns and body of the meter on specially built draining tables. The diaphragms are then carefully tested and the meter is cleaned. If the diaphragms test O. K. under an 8-inch gas pressure, they are given a small quantity

of a fine neutral oil, which preserves the life of the leather, giving it more flexibility. The valves of the meter are reground, stuffing boxes are repacked with fine wool that has been dipped in tallow and beeswax mixed in proper proportions at the melting temperature, the indexes are examined and cleaned and other minor repairs are given immediate attention.

Where the diaphragms are found faulty, the entire backs and fronts are removed. If small leaks are found in the sewing or tying of the diaphragms they are shellacked and given an additional bath of

Incoming Mters

oil. After all necessary parts are retinned and all parts are replaced and resoldered, the meter is now equivalent to a new meter.

Testing the Meter

The slow motion or flame test is now made to ascertain whether the meters will register the passage of a small volume of gas and to observe any small leaks. This test consists in connecting the meters to a burner and to a gas supply. Before starting this test the working parts are eased up and lost motion is taken up by passing through enough gas to cause at least one revolution of the tangent of the meter, this being done by the operator.

Before each meter goes to the topping bench and paint shop it is passed through the proof test. This test is made to determine the error in registration shown by the meter in the passage of a measured volume of air or gas at the normal rate through a check and open outlet connection. The meters are then adjusted to within one-half of 1 per cent on open and check runs in accordance with the Railroad Commission regulations. The total number of meters removed and tested approximate 35,000 per year. There are another 1,200 meters which come into the shop due to consumers' removals. All newly bought service meters are tested, numbered and stenciled with the date purchased. This item covers, in a year, about 7,000 meters. In figures the meters handled by the repair shop amount to 45,000 per year.

Every meter placed in the O. K. stock is dipped in a paint trough. Maximum efficiency is obtained by dipping meters instead of using the ordinary brush method. Care is exercised to keep the paint off the index, the meter being dipped to this point and while draining the top is painted with a brush. After the paint has dried all meters are stenciled with the company's serial number and the year of repair.

All meters are repaired, tested and painted, and are then ready for service. These meters are delivered by the electric truck to the distribution room, where they are placed on shelves in accordance to sizes and age, to enable the oldest stock being used first for the consumers' service. Individual racks are provided for each meter setter. These racks are supplied with meters arranged during the night to be delivered to the meter setter the next day, thus eliminating delay during working hours. Records of the number and statement of the meter delivered to meter men are kept on file in the distributing room.

There is a sheet metal shop complete within itself, being well equipped with sheet metal worker's equipment and tools. In this shop various new sheet metal work is constructed for the different departments of the division.

GAS AS A SUBSTITUTE FOR ACETYLENE

Acetylene gas or hydrogen is generally used in combination with oxygen in the blowpipe for cutting through metal. Ordinary city gas, illuminating gas, can be used for this purpose as well and even more advantageously under certain conditions. In the scrapping of old and obsolete battleships in certain coast shipyards, it has been found to better advantage to use coal gas in the place of acetylene or hydrogen in the blowpipe. The use of city gas for this purpose has shown that it accelerates the cutting operation on the one hand, resulting in a broader cut, and, furthermore, that there is no flying off of bits of molten metal to injure the workman, as when acetylene is employed.

INDUSTRIAL USES FOR GAS INCREASING

An interesting comparison has been drawn of the distribution of the consumption of gas twelve years ago and today. It is stated that twelve years ago 45 per cent of the gas consumed was used for illumination, 50 per cent for domestic uses other than illumination, as, for example, cooking, hot water heating, etc., and the remaining 5 per cent for industrial and unclassified uses. Today it is estimated that 21 per cent of the entire consumption of gas in the United States is for illumination, 54 per cent for domestic uses other than illumination and 25 per cent for industrial and unclassified uses. This means an increase of 500 per cent in the consumption of gas for industrial uses. These figures offer matter for serious consideration and study.

New Apparatus for Gas Analysis

DESCRIPTION OF CONSTRUCTION OF NEW TYPE OF GAS ANALYZING ANALYSIS AND METHOD OF USING IT.

Dr. K. A. Schaller and Dr. W. Berndt

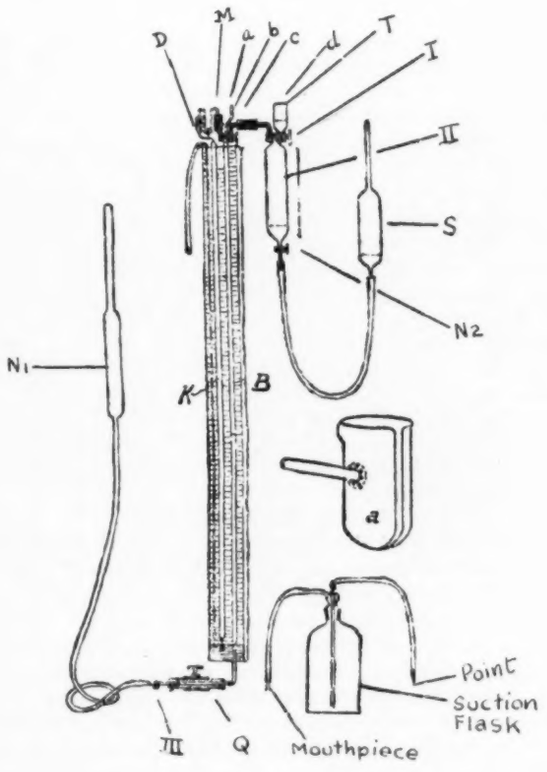
Translated from Chemiker Zeitung, 1922, 972-3

This article contains a detailed description of a new apparatus for analyzing gas. The device is of comparatively simple construction and is made up of standard parts, so that it may be put together without any great difficulty. Details of a sample analysis, made with this apparatus, are included.

A new gas apparatus has been devised by the writers, which they believe combines in it both accuracy and determination and ease of manipulation. The accuracy obtained in this apparatus is equal to that of the Ott apparatus. The first condition was to eliminate all errors due to capillarity. The number of stopcocks in the apparatus was limited to a minimum. The quantity of absorbents used was also given particular attention. In order that these quantities might suffice for the analysis and in order to be able to operate the instrument most conveniently, use was made of the shaking bulb, which was first employed by Lunge in the nitrometer for securing a thorough contact of gas and absorbent.

Construction of Apparatus

The accompanying diagram shows how the apparatus is constructed. A detailed description is unnecessary, for the instrument is of simple construction. However, there are certain features which are not visible in the figure and which are not self-understandable. These will be explained in the following. Distilled water, containing a little salicylic acid, is utilized for filling the water jacket of the measuring tube. A tube, which reaches to the bottom and through which air can be introduced into the apparatus, is used for stirring. A thermometer, which is immersed in the liquid, records the temperature of the same. In order to avoid the disadvantage of the overflowing of the liquor in the manometer, it was found advisable to use a simple U tube, which was contracted at its lowest part, so that the width of the opening in the tube was shrunk to a point, or, better still, a tube which was provided with a throttling stopcock D at that point, whereby unforeseen rapid movement of the liquid is prevented. As far as the pumping out of the right arm of the manometer, as recommended by Ott, is concerned, it may be mentioned that by sufficiently contracting the same, the inaccuracy may be reduced almost to within experimental limits. The compensating tube is expediently made so heavy that it overcomes the buoyancy of the water. A glass rod, which is attached underneath and which sticks through a corresponding opening in the cork, holds it in a vertical position. For ordinary purposes a stopcock between M and K is quite unnecessary. In this case only the rough adjustment is made in accordance with the external air pressure and the fine adjustment is made by means of the manometer with reference to the pressure in the



compensating tube. If it is desired to measure the external air pressure which prevails at the beginning of the analysis, then it is possible by temporarily disconnecting the rubber tube connection M-K to bring the pressure in K for the time being up to that of the air. Where this is inconvenient, it is recommended that a special stopcock be connected at the end of K.

In putting the apparatus together the compensating tube of the same is filled with about one cubic centimeter of water. The manner in which the humidity of the gas that is being analyzed is maintained, will be explained in the description of the complete gas analyzing process. The stopcock III is necessary, in order to be able to make fine adjustments by means of the pinchcock Q. Stopcock IV serves for shutting off the shaking bulb and for regulating the flow of mercury from N_2 to S. The latter is necessary, if, as will be shown later, the gas is to be transferred from the shaking bulb S to B after absorption has taken place, whereat the absorbent, which is found in S, must rise only to the lower end of the stopcock bore II. In this stage the most exact adjustment is required, as, on the one hand, no gas bubbles must be found in the space S, and, on the other hand, the penetration and infil-

tration of the absorbent into the stopcock bore must not take place. Careful manipulation of the stopcock IV allows this adjustment to be effected without any difficulty.

If it is desired to make an extremely accurate analysis, then it is recommended that still another pinch-cock and glass cock belonging thereto, as at Q, be connected between N_2 and IV, by means of which the correct adjustment of the apparatus can be accomplished with a greater degree of certainty. The capillary ends at c, d and the capitallary tube between K-M and B-M must be polished off very carefully, so that the ends can be placed together without the interposition of any air between them. The connections are made in such a manner that the rubber tubes, thick-walled and made from the best grade of rubber, are first drawn completely over a capillary tube, so that the end of the same is free. Then the capillary tubes are set together, glass in contact with glass, and the rubber tube is drawn over the other capillary tube with the greatest care. In this manner it is easy to obtain an air-free connection. The ends of the capillary tubes c and d must be connected in the same manner with the same carefulness, so that the two tubes are bound together perfectly and appear as a single tube. If this is properly carried out, then there is no danger that air bubbles will enter the apparatus through the connecting joints.

Testing the Apparatus

The testing of the joints to see that they are airtight, and of the stopcocks to determine if any air can leak through them into the apparatus, is carried out most simply by the use of a good vacuum of about 50 centimeters of mercury, applied at B (hanging mercury column). Careful attention to the stopcocks by treatment with vaseline or other lubricant is indispensable. The lubricating mixture may be made by dissolving rubber waste mixed with mineral and animal fats. The shaking and leveling bulbs are arranged in beaker-like sheet metal casings, provided with cork padding at the bottom. There is a slit, about the width of a tube, along the sides of these casings, so as to make it easy to remove the bulbs. (See the figure.) The leveling flask or bulb can be moved up and down by means of suitable arrangements. One of the principal details that must be looked after in arranging the leveling bulb is to see that there is sufficient room for play, so that the manipulation of the same may be as convenient as possible. In apparatus, that is not moved from place to place, the authors found it expedient to use fine wires, which are fastened to the two leveling bulbs and passed over a drum which controls the speed of the movement.

The manipulation of the shaking flask or bulb is carried out to the best advantage by grasping it firmly in one hand at the top and closing the capillary opening d, which is filled with mercury, with the thumb. The knob of the stopcock is then held between the index finger and the middle finger of the same hand, so that the stopcock is kept in its closed position during the shaking process. In this way all danger of the same falling out is also avoided. The bottom of the shaking bulb is held in the other hand. In order to be able to measure out accurately and conveniently the quantities of absorbents that are filled into the absorbing or shaking tube, the funnel T, through which the absorbents are introduced into the shaking bulb, is provided with divisions of 0.5 cubic centimeter. The following description indicates how the apparatus is used. The description includes the most common and most useful operations which can be carried out with the apparatus. Nevertheless, it must be expressly emphasized that the apparatus can be used without any added parts or directions for any sort of operation involved in the analysis of gases, with the exception of combustion by explosion. For this purpose the shaking flask is replaced by an explosion pipette. In most cases, however, this operation is not carried out, because of the fact that the explosion method has many faults and inaccuracies.

Example of Analysis

A gaseous mixture, consisting of carbon dioxide, heavy hydrocarbons, oxygen, carbon monoxide, hydrogen, methane, ethane and nitrogen, was taken for analysis. In the first place, it is necessary to suck into the apparatus more than 100 cubic centimeters of gas through c into B. Then with the stopcock I closed, the meniscus in B is adjusted to the point O by means of N_1. The pressure is equalized through c, when the stopcock I is turned over once and after adjustment of I to M-B, the fine adjustment of the meniscus in the manometer is accomplished by means of the pinch-cock Q; then the level of the meniscus is read off.

1. Determination of Carbon Dioxide

The points c and d are connected in the manner described above. Some mercury is forced through c-d from the reservoir S towards b, so that the entire capillary passage between B and S is free from air. Then some potash solution is brought into S through T; gas is carried over from B towards S, whereat the mercury from B has to fill the capillary passage up to and through the stopcock II. In this case the absorption takes place so easily that the loosening of the connection c-d and the shaking of S is not necessary. The gas is then brought back to B. Then by careful throttling by the aid of the stopcock IV, the absorbent is allowed to rise to a point exactly opposite the top of the stopcock II. Then the stopcock II is reversed and the absorbent is forced out towards T, from which it is removed from the suction flask. Then both T and S are washed out very carefully with water, at least three washings being made. After the removal of the last wash water the mercury is forced out of S through the connection c-d up to the stopcock I, so as to carry over absolutely all of the gas into B. In this way sufficient water is carried along with the mercury, so that the gas is measured in the moist condition. After the meniscus is adjusted to the same height in B and in N, then stopcock III is closed. The connection B-M is made with I and with the same precautions that have been mentioned above, the fine adjustment of the meniscus is effected by means of the pinch-cock Q, and the contraction that has taken place in the gaseous volume due to the removal of the carbon dioxide contained therein is determined.

(Continued on Page 508.)

Public Utilities Advertise Your City

ADEQUATE PUBLIC UTILITY SERVICE AN ESSENTIAL IN MAKING THE COMMUNITY SUCCESSFUL ADVERTISING COMMODITY

The organized community life of today is built around public utility services. The prosperity, welfare and growth of communities are inseparably connected with the functioning of these utilities. If they operate well, the community is a direct beneficiary, and if they function inefficiently, it is a direct loser. Mutual understanding and good will redounds to the benefit of all.

In his address before the annual convention of the Community Advertising Association of the Associated Advertising Clubs of the World, at Atlantic City, June 6, 1923, Bernard J. Mullaney, manager of Public and Industrial Relations of the Peoples Gas Light and Coke Company of Chicago, had this potent message to present:

"Public Utilities are Community Advertising." They are exactly that. Let the assertion soak in a moment and you will vote "aye"—unanimously. Meanwhile, unleash the imagination to fill in the details of an assumed case.

You arrive in a strange city—not quite a metropolis nor yet a "small time" town; just a city. The annual charity ball is absorbing the taxicabs, so you seek a street car.

You wait—and wait—and finally a sorry looking car comes rattling and bumping along on uneven rails and you climb aboard to be jostled and jarred as it rattles and bumps onward.

As you leave the car, the electric lights go out. You stumble into the hotel and register by improvised candle light. Anyhow, you can get some food? Yes; a cold snack perhaps but nothing hot; the gas service is somehow crippled.

You grope to a telephone in anticipation of quickly hearing a local friend's cheery urge to "come right out to the house"; but after futile struggle with busy signals and "wrong number," you surrender, with murder in your heart and the ineradicable conviction that you have struck "a bum town": shabby, shiftless, unprogressive and all the other correlations of "a bum town."

Is the picture overdrawn? It is overdrawn only as it represents unhappy experiences with four different kinds of public utility service happening all at once. Spread the experiences over a longer period and the cumulative effect is the same. Inadequacy in any one of the four services contributes its share to building an unfavorable impression of the community in which the inadequacy is encountered.

The point is, without adequate public utility services, your community is not a successful advertisable commodity, in the same sense that food without flavor is not a successfully advertisable commodity.

Perhaps you never have seen the matter in quite that light. You will see it so, if you analyze it and get a correct perspective on the relationship between these public utility services and a given community.

Essentials of Modern Community Life

These services—I mean street railway, electric light and power, gas and telephone service, when I speak of "public utilities" or "public utility service"—are essentials of modern community life. They have been aptly termed "allies of industry." They are more than that; they are agencies around which modern civilization is built. Commerce and industry and the entire social fabric of community life, as we know it today, are built around them and cannot function without them; transportation for the workers in commerce and industry; light and power for industrial efficiency; gas for dependable domestic fuel and a thousand industrial heat processes; telephones for quick commercial, industrial and social communication.

A watch with a poor hair spring, or an automobile with faulty transmission, is a "lemon." So public utility service, as it is good or bad, advertises a community's character and does it more eloquently than billboards or newspaper pages or magazine "spreads" or direct-by-mail; its silent testimony outclamors the noisiest "mineral orange" or "de luxe red" that Cusack or Gude or Maxwell ever put on a painted bulletin.

This is so obvious that you can reduce it to a formula: As a community's public utility service is good or bad, so in like degree is that community a comfortable and convenient and satisfactory (or the contrary) place in which to live and do business.

Everyday experience furnishes confirmatory analogies. Sloppy store-keeping, bad elevator service, careless salespeople, unreliable delivery, and incorrect billing will nullify the best advertising copy a big retail store can produce. How long would crowded Atlantic City stay crowded, with run down hotels and a rotted and rickety board walk?

Some Obvious Advertising Consequences

Public utility service that is below par may even be a red light "stop" signal to the merchant and manufacturer or investor who is considering a location, a plant site or an investment in your community; it may suggest some influence, some ferment as it were, at work there that makes your community an undesirable and perhaps an unsafe place for business and investment.

This is not academic theory. It has happened. Examples in abundance could be cited if time permitted. I have personal knowledge of a conspicuous one—a ten-year utility franchise dispute that not only stopped the natural flow of capital and enterprise into the city concerned—capital for investment in merchandising and manufacturing, as well as in real estate—but reversed the current and set it running away from that city.

Service and Community Responsibility

I would not imply that the community is always and altogether at fault where inadequate public service exists, with consequently bad advertising reaction upon the community. Utility management is not always blameless. But, generally speaking, and always remembering the inevitable exceptions, public utility companies furnish just about as good service as their respective communities let them furnish. Up-to-date utility managers know that success lies, not in a skimped-service-and-high-rates policy, as sometimes imputed to them, but in good service at lowest practicable rates and volume. This cannot be achieved when utility operation is hobbled by local misunderstandings and their consequences.

But what has all this to do with strictly advertising? Everything, when your community advertising problem is studied in its entirety. The best advertising copy or campaign will not make good if the selling plan is out of joint or the goods to be advertised are not "right." A good advertising man looks into those factors first, and if they need correction, starts corrective measures.

Since public utility service contributes so much to an outsider's impression of a community as a desirable place in which to live, do business or build an industry, shouldn't that service be of concern to the community advertiser? If the service is a community asset, then its very existence is good advertising for the community, as well as material for copy; if it is a liability, the community advertiser should want to see it converted into an asset.

Horse Trade Methods Out of Place

Let's be specific. If one of the public utility services in your town is in the community-liability class, the chances are that the utility company is not entirely to blame; almost invariably complete inquiry will show that some part of the community is somewhat to blame. Intelligent community co-operation, without which community boosting is futile, can always get at the root of the trouble and almost invariably it can start the corrective measures necessary to convert the liability into an asset. The ten-year franchise dispute, which has been alluded to, was setled that way and with that result.

To be still more specific. In transactions between public utility companies, on the one hand, and governmental regulatory bodies (state or local) on the other, situations may occur which can be resolved only by unofficial and unselfish representatives of community interest.

The question at issue may be, and too often is, approached from both sides on the basis of a horse trade. To serve a political, a factional, or a personal purpose, state or city officials advance unreasonable demands. As a natural counter precaution, the company asks for more than it expects or needs. Discussion easily becomes a wrangle. One word borrows another, as when individuals dispute. Tempers rise. Human nature at its worst enters—stubbornness, pride of opinion, personal dislikes. The result is an impasse which can be broken only by an agency that speaks only in the public interest—the chamber of commerce or other civic body, representing the composite brains and good sense of the community.

It thus becomes the opportunity, not to say duty, of this civic body to bring together all concerned in the controversy, make them put all the cards on the table face up, and so compel a settlement on the facts, the justice, and the common sense of the situation.

Community Welfare Is Paramount

In this there is no suggestion of becoming a partisan of the utility company. On the contrary, the suggestion is to be really non-partisan and concerned only for community welfare. If the utility company is entirely, or even partially in the wrong, genuine representatives of community interest can easily develop that fact and community public opinion will quickly compel a reversal of the company's policy. On the other hand, if self advertising, official demagoguery, political buccaneering, or legalized piracy in the sacred name of "Reform" are elements in the situation—and not infrequently they are—it is in the public interest to disclose the facts and again let community opinion exert itself.

This is especially a job for the chamber of commerce or other civic body because there are fundamental differences between public utility business and other kinds of business, which tend to breed obscurities and misunderstanding in the public mind, and which the utility company is not always able, unaided, to clear up.

The utility company, for example, has to have about five dollars of capital investment for every dollar of gross annual income. That is the average the country over. In other words, it turns its capital only once in five years. The manufacturing or merchandising business turns its capital from two or three to eight or ten times a year.

Some Sources of Misunderstandings

The public utility company does not gather "profits" in the sense that the manufacturer or merchant does. It is permited to earn only a "reasonable return" on the value of its property; and utility regulation, as applied now in nearly all states, usually holds this return to 6 or 8 per cent. The merchant and manufacturer expects to earn that much as "interest" on his capital and a reasonable profit in addition.

The heavy capitalization required in the utility business excites suspicion of "water" and of rates to produce dividends on "watered stock." On this subject the demagogue rises to a fine frenzy. As a matter of fact, all the "water" of the Atlantic would not affect rates under modern utility regulation. Capitalization is utterly ignored in rate making. The rates, and the return to the investor yielded by the rates, are based on the value of the property regardless of the capitalization—on that and nothing else.

The public utility company cannot put away a profit-board in fat years to take care of lean years, or adjust its operations and selling prices to changing business conditions for the making of profits. All of its operations, including its accounting, are supervised by regulatory authority and made a matter of public record and it is permitted to earn only

enough to cover expenses and a reasonable return on the value of its property.

An important fact not always recognized is that continuously good public utility service is maintained only by providing it before it is needed. The company furnishing any kind of public utility service has to keep on building ahead of current demand and even ahead of visible future demand.

Why Utilities Need "Elbow Room"

When the big new industry decides to locate in your town, usually out near the city limits, its demand for public utility service is immediate—for use at once and during the construction period, not when the plant is ready to operate. The enterprise requires immediately electric light and power and gas service for construction and fabrication processes, telephone service for communication, transportation for workers. These services on a large scale cannot be provided overnight. It usually takes months for the utility to get plants built and machinery delivered, for much equipment is built to order. The reaction is upon the community if the public utility companies haven't had enough "elbow room" in times gone by to be ready for the new demand.

Ponder the significance of this. It will take you far into the reasons why hobbling and starving your public utilities will inevitably hobble and starve your community, retard its growth and nullify your best community advertising efforts.

Service Demands Outrun Population Growth

Then consider how the demand for, and growth of, public utility services of all kinds has outrun growth in population. That will complete your realization (if it be still incomplete) of the value of these services to commerce and industry and society in general, and consequently to your community, and of their paramount importance as factors in community advertising.

Speaking in round figures, the population of the United States has increased about 40 per cent in twenty years. During the same period demand for and use of street railway services has increased 166 per cent; use of gas service has increased 207 per cent; use of telephone service has increased 1,000 per cent; use of electric light and power service has increased 2,000 per cent. The electric light and power company in Chicago has more customers (630,000) than there were users of electricity in the entire country twenty years ago.

Only One Possible Conclusion

What is the obvious conclusion? Only one is possible. The organized community life of today, commercially, industrially and socially, is built around these public utility services. As they function efficiently or inefficiently, so the community functions efficiently or inefficiently and becomes attractive or unattractive to new enterprises and new population.

These services function best when there is mutual understanding and good will between them and the communities they serve. Questions that might tend to disturb those relations, of which rates and service regulations or restrictions are the commonest examples, are not questions to be settled on the basis of a horse trade. They are best settled on the basis of community interest in its broadest sense.

The community advertiser can do more than any other to establish this principle in his community and to make application of it effective. When he does so, he is doing the best work he can do within his sphere; for when he does so he sets the cornerstone of his entire community advertising structure by assuring for his community the efficient public utility services that will make his community an advertisable commodity.

Gas Making from Mixed Coals

RETORT HOUSE TESTS WITH MIXTURES OF ILLINOIS AND EASTERN COALS—BETTER RESULTS OBTAINED FROM MIXTURE THAN FROM STRAIGHT GAS COAL

William C. Butterworth, Manager, Platteville Gas Co., Platteville, Wisconsin

The following paper was delivered before the meeting of the Gas Section, at the convention of the Wisconsin Utilities Association, March 22-23, 1923.

It is interesting to note the good results obtained by the use of coal mixtures in which a regular good quality gas coal is mixed with lower grade gas coal and a coal which is not a gas coal at all. The figures show an increase in coke production per ton of coal gasified and a gas cost in favor of the mixed coals.

In the year 1917 the Platteville Coal Gas Works was carbonizing standard gas coal. The required quantity of gas was 50 per cent of the bench capacity. It was difficult to operate at that rate. Difficult to produce the small amount of gas and not destroy the bench.

The usual practice to open the retorts and stand until more gas was desired was not possible. The alternative of low heat and long time charges was the practice, and the yield of gas and coke was very unsatisfactory.

This condition, together with our five years of testing of coals and mixing of coals, has developed that, "When the retort capacity of a coal gas plant is greater than 80 per cent of the gas peak load for twenty-four hours, the retort capacity should be rated by the amount of coal that can be carbonized." The coals, or mixtures of coals, should yield the REQUIRED amount of gas only and produce the

greatest quantity of quality coke and other by-products.

This slogan is applicable when loafing on account of small holder capacity, with crew and other expenses per day fixed.

The net revenue for coke and tar must be enough so that the balance of coal cost will not increase the unit cost of gas.

The following is an exhibit of the production for six years:

coke. This was also very marked throughout the tests.

The percentage of coke recovered for sale is the index for coal value, provided the coal will make enough gas not to bend backwards, which in many tests was true.

The cost of coal, the values recovered, and the coal cost of the gas reflect the results of our endeavor to meet the coal commercial conditions as they were. I find, on comparing the year 1922 with Standard

TABLE I.

	1917	1918	1919	1920	1921	1922
Six Retorts 24 hours						
Gas Required, average.....	28,000	29,000	30,000	31,200	33,000	25,600
PRODUCTION—Per Ton of coal carbonized						
Gas—Cubic Feet	9,068	8,864	9,046	9,065	9,427	9,740
Coke—Pounds	1,278	1,260	1,297	1,340	1,492	1,622
Coke—Per Cent of Coal						
Produced	63.90	63.00	64.66	67.00	74.60	81.10
Bench Fuel	23.89	19.45	18.15	15.65	17.35	23.80
Recovered	40.01	43.55	46.50	51.35	57.25	57.30
COST of Coal per ton.....	$5.89	7.82	8.42	10.23	10.19	10.22
Recovered per ton						
COKE—Net Revenue ..	3.90	3.89	4.82	6.03	5.03	5.52
TAR—Net Revenue ...	.29	.42	.56	.48	.49	.62
Total Cost of Gas—Net....	1.69	3.50	3.03	3.72	4.66	4.06
COAL Cost per M. Cu. Ft..	.1873	.3959	.3354	.4105	.4948	.4173

1917: All Gas Coal over the Milwaukee Docks.

The following years are composites of all the tests made during each year. Tests were made of coals from Pennsylvania, West Virginia, Virginia, Eastern Kentucky and Illinois, and many mixtures of two or more.

We have a record of the analysis of the coals and the mixtures tested, and all of the essential conditions together with the results of coke tests.

The amount of coke produced increased steadily, the bench fuel coke was up and down, more on account of length of time of charge than quality of

Gas Coal A, test b, Table II, which would have been our production, the difference is $1,741 in favor of the mixed coals as used. Also comparing the production of 1922 with that of 1917, the gas increase was 8.51 per cent and the coke recovered increase was 43.21 per cent per ton of coal carbonized.

Table II is the results of tests of coals and mixtures of coals as indicated and was selected for this paper as a study of some of the possible manipulations of Illinois coal to obtain better net returns.

Illinois coal starts to distill quicker than most other coals, soon gives up its desirable gas, the

Coals Tested—Table II

	A	B	C	D	E	F	G	H
	Youghiogheny Run of Dock Milwaukee	No. 6 Bed Franklin Co Illinois	Beckley Bed Raleigh Co. West Virginia	Composite 75% A 25% C	40% A 40% B 20% C	33 1/3% A 50% B 16 2/3% C	40% A 50% B 10% C	50% A 40% B 10% C
ANALYSES								
Proximate								
Moisture	2.11	10.04	2.67	2.25	5.30	6.17	6.13	5.34
Volatile Matter	33.98	33.05	17.00	33.74	30.21	30.45	31.82	31.91
Fixed Carbon	57.40	48.11	75.65	57.17	57.45	55.53	54.49	55.65
Ash	6.23	8.80	4.68	6.84	6.95	7.25	7.56	7.10
Ultimate								
Sulphur	1.03	1.34	.85	.91	1.06	1.10	1.14	1.11
Hydrogen	5.00	5.37	4.58	5.11	5.19	5.21	5.26	5.25
Carbon	77.72	66.15	84.11	79.32	74.57	73.00	72.57	73.75
Nitrogen	1.41	1.44	1.50	1.43	1.44	1.44	1.43	1.43
Oxygen	8.31	16.90	4.81	7.39	11.90	11.99	12.24	11.38
B. T. U.	14,6[illegible]	11,763	14,564	14,165	13,222	12,946	12,951	13,178
Softening Temperature	2,450	2,140	2,790	2,430 2,790	2,430 2,140 2,790	2,430 2,140 2,790	2,430 2,140 2,790	2,430 2,140 2,790

TESTS (Gas Required 24 Hours 36,000 Cu. Ft.)

	(a)	(b)	(a)	(a)	(b)	(a)	(b)	(c)	(a)	(b)	(a)	(b)	(a)	(b)	(a)	(b)
GAS—Produced	48,816	36,105	43,224	25,481	19,630	37,134	30,966	30,114	41,459	36,310	41,564	35,060	36,518	32,662	40,666	35,755
Retort 16" x 26½" x 9																
No. Charges	24	18	24	21	18	18	18	15	21	18	21	18	18	15	21	18
Weight of Charges Pounds	400	400	400	400	333 1/3	400	333 1/3	400	400	400	400	400	400	400	400	400
PRODUCTION per Ton.																
Gas Cu. Ft.	10,170	10,029	9,005	6,055	6,610	10,315	10,332	10,038	9,895	10,086	9,901	9,739	10,144	10,494	9,668	9,932
Coke pounds	1,327	1,589	1,576	1,933	1,894	1,594	1,587	1,636	1,629	1,569	1,579	1,599	1,540	1,542	1,589	1,584
COKE—Percent of Coal																
Produced	76.33%	78.99	78.79	96.65	94.71	79.72	79.33	81.80	81.46	78.46	78.93	79.96	77.02	77.11	76.49	77.71
Bench Fuel	21.76	24.43	24.51	23.42	26.26	25.23	26.49	25.60	24.75	27.35	22.12	27.30	26.90	26.49	23.24	24.34
Recovered	54.57	51.56	54.23	73.23	69.45	54.49	52.84	56.20	56.71	51.11	56.81	52.66	50.12	51.94	53.24	52.57
Z-Breeze	4.39	3.35	5.51	5.29	14.84	3.95	3.98	3.76	4.11	4.89	4.67	4.74	3.33	2.71	3.47	3.61
COAL Cost Per Ton	$11.1200	11.1200	7.6000	9.6800	9.6800	10.2400	10.2400	10.2400	9.4240	9.4240	9.1200	9.1200	9.2160	9.2160	9.5680	9.5680
Coke Recovered																
Net Revenue	5.2650	4.9659	2.8767*	7.0667	6.7019	5.2583	5.0291	5.4283	5.4725	4.9321	5.4822	5.0817	4.8366	4.9833	5.1377	5.1020
*Tar Net Revenue	.6269	.6269	.6269	.6269	.6269	.6269	.6269	.6269	.6269	.6269	.6269	.6269	.6269	.6269	.6269	.6269
Coal Cost of Gas	5.2281	5.5272	4.0964	1.9964	2.3512	4.3548	4.5140	4.1898	3.3246	3.8650	3.6103	3.4114	3.7535	3.6059	3.8034	3.8391
COAL Cost per M.	.5141	.5511	.4549	.3291	.3557	.4222	.4369	.4174	.3580	.3832	.3941	.3503	.4099	.3310	.3934	.3866

quantity continues slowly decreasing, with quality rapidly decreasing, and used alone should have short time charges to maintain Standard Gas—Coking quality poor.

Youghiogheny Gas Coal starts a little slower than Illinois and continues more even in quality and quantity, responds readily to change of heat; after quality is gone, quantity small—Coking quality—Standard Domestic.

Beckley is not a gas coal, gives off small quantity of fair quality, requires more heat and absorbs heat slowly—a coking coal.

I have observed in mixed coals generally when a so-called high volatile coal has given up its rich gases that the low quality gas is improved if the distillation is timed to the peak of slower coal, also near the end of distillation, the quick coal heat is given off and absorbed by the slower coal. I have also observed that the timing can be controlled by the size of the coal.

Problem: Find the proper amount and combination of the above coals that will produce 35,000 cubic feet of 540 B. T. U. gas in twenty-four hours, the same for 40, 45, 50, 55 and 60 thousand feet. In working this problem you must use the cost of coals in your store.

In judging coals for gas, while the general opinion is based on the relative amount of volatile matter, we find a variation as high as 15 per cent. We must make a correction for the per cent of oxygen, the quality and relation of hydrogen and carbon, also the ease of distillation at different temperatures which I suspect is keyed within the softening temperature of the ash.

Composition of Coal No Criterion of Coking Quality

In judging carbonizing influences on coke structure, I have tabulated the analyses and composite analyses of the coals tested and have not found the index. However, it appears that high carbon and high hydrogen improve the yield and quality and tend to follow the ratio of the carbon divided by the hydrogen, the influence of the oxygen and ash reduce the structure and quality. The softening temperature of the ash is with the coke structure and in mixed coals appears to influence the thorough uniting of the coke of different coals. However, in view of the fact that this temperature is always higher than that of the retorts, I am looking for the flux that does unite the different cokes into; sometimes a perfectly even structure, at other times stratified and occasionally into a Sandy Z-Breeze, the near end heat reaction may be a factor.

Coke for domestic distribution must stand a test of a drop of five feet upon a hard surface and not break into more than two or three pieces and contain not more than 12 per cent ash, if the ash is higher your coke customers will have clinkers before they have a satisfactory heat.

The greater part of the ash contents of "Run of Retort" coke is located between the fingers; therefore, we separate our coke at the fingers, thereby reducing the ash and preserving the carbon lost in crushing.

We have created a good local market for our coke. We use a Dana Coke Separator, which separates the coke into furnace size for hot air furnaces; stove size for hot water and steam boilers; nut size for hard coal burners, or magazine stoves; pea for banking fires, blacksmiths and domestic hot water heaters; and hog carbon. The separated ash contents goes to hog carbon.

Our tar net revenues for 1922 was 5.82 cents per gallon, or 62.69 cents per ton of coal. The quantity of tar for tests so overlapped that we spread the revenue over the entire year's coal carbonization. There was, however, a marked difference in yield from the tests.

Our market for tar is local; it is used for road oil and mixed with chats or mine tailings for road construction.

Advertising the Public Service Industry

A LARGE, FRUITFUL FIELD AFFORDED FOR ADVERTISING—CO-OPERATION OF ADVERTISING INDUSTRY INVITED—DOUBLE-BARRELED OPPORTUNITY OFFERED FOR ACTION AND REACTION TO RECIPROCAL BENEFIT

Bernard J. Mullaney

The hat is cast within the ring. The advertising industry is challenged to take advantage of a unique opportunity to sell its service to the public utilities and assist in the undertaking to develop what is today one of the first three business enterprises in the country from the standpoint of capital investment.

Such is the outstanding tone of the opening address, delivered by the session chairman, before the first session of the Public Utilities Advertising Association in connection with the annual convention of the Associated Advertising Clubs of the World, held Tuesday morning, June 5, 1923, at Atlantic City, N. J.

Welcome to the debut of the "baby" departmental of the Associated Advertising Clubs of the World—the first session of the first convention of the Public Utilities Advertising Association.

As advertising is the voice of each business institution that employs it, so the annual convention of the Associated Advertising Clubs of the World speaks to the world—or should—of the commerce and industry that support modern civilization. In this broadcasting tournament, let us not be voiceless.

Other departmentals may have attendance numerically larger than ours. None, at this or any other advertising convention, is or has been of more significance.

Our industry is uniquely advertisable. In every aspect—dollar-mark importance, service to society or to the individual, possibilities and opportunities

for constructive doing—it is an invitation to the best brains in advertising. In it there is room and to spare alike for him who sees advertising only as a quick go-getter of elusive dollars and for the believer in advertising as a social and economic force.

Consider the contacts of this industry. Its four chief branches are the agencies around which modern community life is built. Without the electrical, local transportation, telephone and gas services it supplies, commerce and industry and organized society do not function.

The industry is in this advertising convention because of an internal condition which the general public has not yet sensed and of which many in the business are as yet only partially conscious. Once upon a time a frequently, not to say universally, encountered attitude in the public utility business was: "Here is the service; come and get it," and there was a disposition to charge for the service all the traffic would bear or the utility company could get away with. That attitude is now as rare as it used to be common.

Lowest practicable rates and largest possible volume of business is the modern utility company's aim. This puts the public utility business, as an advertisable business, at least, alongside of manufacturing and selling the most widely distributed and popularly used goods. It means that public utility service is something to be merchandised and sold as other necessities are, to produce volume, if for no other reason. It is hardly necessary to mention that the by-product of favorable reaction upon public relations is almost equally valuable.

Four Different Kinds of Advertising Required

With developments in the business of which customer ownership is a conspicuous example, there is ever-present need of at least three, and in some cases four, distinct kinds of advertising, namely:

1. Service advertising to gain volume by exploiting advantages and uses of the service.
2. Merchandise and appliance advertising in the case of electric and gas companies, to sell goods at retail.
3. Financial advertising to sell the securities that must be issued to provide extensions and additions to plant and equipment.
4. Institutional advertising to lend background and support to the other three.

"Some" field for advertising effort! But to be effective, as every advertising man knows, the effort should be consistently continuous. It follows that advertising should rank as a major item of utility company activity and of legitimate operating expense, recognizable as such along with cost of material and labor, by state commissions or other regulatory authority. This concerns not us alone, but everybody else in advertising for whatever contributes to that official recognition helps to advertise advertising.

The youth of our industry is probably one reason why public utility advertising is not farther advanced, when its field is so inviting. All branches of the industry except gas service are only 40 to 45 years old and gas service, as we have it today, primarily for domestic and industrial heating purposes, is no older. These services have grown amazingly fast. Companies have had to concentrate upon providing the physical facilities required to satisfy public demand for their service. Hence the need or desirability of advertising has not been acutely felt as it would be in a manufacturing and especially in a young merchandising business.

Co-operation of Advertising Industry Invited

Another reason for backwardness in utility advertising—and not the least potent one in my judgment—has been the blindness of the advertising industry. Practically without exception, the men and institutions that are committed to advertising as a business or a profession have muffed the public utility opportunity. When agency men have designed to call, they have seldom got closer to earth than the blue sky. Direct-by-mail people have not yet learned that some of us always have ready and waiting for them certain important factors in mail campaigns, namely, 100 per cent correct mailing lists, some knowledge of the prospects' needs and usually a line on their credit rating. As for the newspapers and other publications, they have mostly thought of utility companies only as meat for the "special edition" and the "annual review" parasites. Consequently public utility advertising has lacked the stimulus of contact with promoters of advertising.

This is reflected even in some of the larger companies in the larger cities which can and do have full grown advertising departments; it is especially reflected in the medium sized and smaller cities, where stimulus to, and facilities for, advertising by utility companies are less. When a new business is opened in one of these cities—department store, haberdasher, shoe store or even a candy shop—newspaper business office men are among the early callers. They talk advertising. They make concrete suggestions. They even help the merchant write his advertising copy and in every way sincerely try to help him make his advertising "pull." Yet they overlook the public utility company around the corner which might easily, with similar help, become a much larger, more prompt paying and more profitable advertising customer.

Public Service Industry a Large, Fruitful Field

The dollar-mark aspect of all this merits a mention. In point of capital investment represented, the public utility industry is exceeded only by agriculture (if that be an industry) and the railroads. Upwards of $16,000,000,000 are invested in the business of supplying the electric, local transportation, telephone and gas services of the United States. The companies engaged in this do a gross business of $3,500,000,000 to $4,000,000,000 a year.

The industry is already an advertising industry—somewhat. It is spending probably from $8,000,000 to $10,000,000 a year for advertising. The men in this room and the companies they represent are responsible for most of this, and we represent only a fraction of the industry. Obviously, we have barely cracked the shell of utility advertising possibilities.

One-half of 1 per cent of their annual gross used for advertising by American public utility companies would make the tidy sum of about $20,000,000

(Continued on Page 502)

Formation of the Public Utilities Advertising Asssociation

REPORT OF W. P. STRANDBORG, PRESIDENT OF THE ASSOCIATION, AT FIRST ANNUAL CONVENTION, ATLANTIC CITY, N. J.

Because this is our initial gathering as an official member in the family of organized advertising, this statement will scarcely fill the place of an annual report, but will rather consist of a series of observations concerning the importance and significance of this new movement, with perhaps a few suggestions, here and there, that have grown out of our associated experiences during the few months of our organic existence and which may offer us some basic ideas for our future course of action, and some thoughts on the questions of general policy.

This association is the only one identified with, or an integral part of, organized advertising that has been received into full membership in the National Advertising Commission without going through a period of probation.

Mention is made of this enviable record to impress our members with the fact that a great deal of thought and energy with the earnest collaboration with many minds and with painstaking deliberation as each step was made, have been required to bring our movement to its present stage of development.

Briefly, and mainly as a matter of record, the following is an outline of the events, or rather incidents, leading up to the formation of our association:

Back in 1917, some correspondence was exchanged between a number of advertising men and public utility publicity men, tentatively discussing the advisability or practicability of developing a section within the Associated Advertising Clubs. At that time the advertising and publicity men in the electric railway industry were trying to organize such a section, but found the obstacles too great and the encouragement not sufficient to make any headway.

Your president made a formal attempt to break ground with the Associated Advertising Clubs at the San Francisco convention in 1918, but there were so few utility men there, and so little interest displayed, that nothing came of it.

The following year at New Orleans, after extended correspondence covering a period of months, we were able to get a group of about five or six utility men together for an informal conference, but when we approached the then secretary of the National Advertising Commission, we were advised that there wasn't any chance of our getting in as a separate department, because there were too many departments already, and that if we got in, it would be a bad precedent and all sorts of industries would have as much right to expect and demand admission as we did.

That was making progress with a reverse English, but the matter was not dropped. It was taken up again at the 1920 convention at Indianapolis, and in the meantime, considerably more interest had been aroused among the utility representatives themselves, so that it looked promising for getting started within the following year.

However, not enough utility advertising men were present to furnish pall-bearers for the idea, and the same opposition was encountered at advertising headquarters and no progress was made.

But, at Atlanta, where the Associated Advertising Clubs met in 1921, we were able to assemble two conferences, informally, for, at no time had any of us been able to secure official recognition anywhere. We were a bunch of mavericks milling around trying to horn into a regular herd. Also San Francisco, New Orleans and Atlanta were too remote from the center of things to provide any momentum in the way of representative individual attendance of utility advertising men at these gatherings.

Persistency was slowly beginning to have its reward, for there was a marked change of sentiment toward us at headquarters between the Atlanta convention of 1921 and the Milwaukee convention of last year. There were some important changes at advertising headquarters, and the idea was sold to the chairman of the National Advertising Commission, whose continued friendly advice and counsel contributed substantially toward getting the movement formally launched.

Last June, quite a formidable group of utility men met at Milwaukee during the convention. An organization committee was created, and this committee became a conference at a much larger assemblage of utility men at Chicago, last October, during the A. E. R. A. convention. As a conference we had secured our first victory, for this gave us official recognition and standing in the advertising world.

Two weeks later we applied for admission into the National Commission and were accepted, and before the end of the month we had met at the American Gas Association convention at Atlantic City and further perfected our organization.

Our membership campaign, which was held to be the next most essential step, was inaugurated in December under the direction of Ben E. Ling, director of the Ohio Committee on Public Utility Information, as chairman, and in the succeeding six months our association has established representation in thirty-five states and in three Canadian provinces.

Before the end of this year we should have members in every state in the Union and every province in the Dominion.

It must not be assumed, however, that our forward progress in this new field has carried us to any extraordinary lengths. Far from it. We have only laid our foundation for future building—solidly, it is true—but we have accepted a great responsibility

and are under a heavy obligation to make the structure we erect upon this foundation measure up with the high ideals of the National Commission. Also we must prove to the Associated Advertising Clubs of the world that we have an essential work to perform, and that we have the facilities and equipment with which to perform it effectively, not only as it relates to the Public Utility Industry, but as it relates to the advertising profession as well.

However, the new prestige and influence that will accrue to us through our association and its business connections will outweigh many times the burdens we have been called upon to assume, for in the future there will be many willing hands extended to us to help us in approaching and attacking many of the vexatious problems that we have been wrestling with more or less single handedly in the days gone by.

From the standpoint of rallying co-operative support when necessary in our work, it is doubtful if any movement identified with any phase of the entire public utility industry possesses such potential strength and such dynamic possibilities for co-ordinated action as does our modest little group of advertising and publicity men.

The Public Utilities Advertising Association is positively unique in the large number and diversified character of its points of contact which provide us with the power, if we use it intelligently and carefully, to make this new movement one of the most formidable agencies for constructive achievement ever launched in the utility field. For it is through this movement, as it was conceived by its founders, that we hope to prepare ourselves more efficiently to be the recognized spokesmen for the most powerful group, financially and numerically, now represented in organized advertising, and one of the strongest groups in the entire industrial world.

You say this is a pretentious thought, but if we had had a narrower conception of our future place in the business world, it is doubtful if the creation of this movement would have been justified, for it is a well-known fact that the utility industry is already heavily over-organized at the present time.

We are looking many years into the future, for men of limited vision have no business in either the utility or advertising field. At the same time, we do not propose to make the mistake of trying to do too much at once or to progress too rapidly, but to do each task well and creditably.

Let us turn our attention for a moment to these important points of contact above mentioned.

In our own field we may look for co-operation from the great national utility associations—

American Electric Railway Association.
American Gas Association.
National Electric Light Association.
American Telephone and Telegraph Company.
U. S. Independent Telephone Association.

We are developing strength among the different sectional and state utility associations. Several of the largest manufacturing industries, whose principal market is among the utility companies, are actively co-operating with us.

In the field of organized advertising, our points of contact may be enumerated somewhat as follows:

First: We are a full-fledged member of the Associated Advertising Clubs, which provides us with the services and facilities of its educational department, its splendidly equipped speakers' bureau, its club contact, and extension work.

Second: The National Vigilance Committee representing "Truth in Advertisement Movement," and its highly valuable activities in behalf of the conservation of public wealth through its relentless warfares against wildcat stock promotion schemes.

Third: The National Advertising Commission, as a member of which we are able to avail ourselves of the co-operation and assistance of all of its members and particularly those whose interests lie closely with ours, such as the American Association of Advertising Agencies, Associated Business Papers, Association of National Advertisers, Community Advertising Department, Newspaper Department, Direct Mail Advertising Association, Financial Advertising Association, Industrial Advertising Association.

Perhaps some of these contacts should be analyzed a little, so that their meaning may be clear.

Through the operation of the Speakers' Bureau, members of our association have been booked on the programs of every important advertising gathering since we were organized. The number of our members who are volunteering for this service is steadily growing. Moreover, it will no doubt be possible to have public utility men on the programs of all future gatherings of this kind, and before many of the larger business conventions, where it would be of value to have the story of the public utilities told. Unquestionably the proper use of the service facilities of the Speakers' Bureau will be of great advantage to the public utility industry as a whole. At the same time, the question has been raised whether we should undertake to establish a speakers' bureau of our own, or function through the National Bureau. That is a matter for our members or directors to decide.

Personally, I have worked in very close contact with the National Speakers' Bureau, and I am authorized to say that any of our own members, or any public utility executive or manager, or other official who wants to help get our story over, need only to get in touch with the educational director of the Associated Advertising Clubs of the World, Mr. Earle Pearson, and booking arrangements will be taken care of in a most businesslike manner. We may also feel perfectly welcome to call on the Speakers' Bureau for the services of any type of speakers that we might wish to have appear before our own association, conventions or conferences.

The Educational Department at National headquarters is of unusual value to the man who has to look after the advertising activities of his company and who does not possess the necessary fundamentals of technical advertising. A well-designed and thorough series of courses has been laid out by the best-known experts in the profession, easily available and easily mastered by any man who will devote a little of his spare time to study. He can best

(Continued on Page 502.)

As the Journal Views It

ARE YOU LOOKING AHEAD?

The constant recurrence of legislative agitation, harmful alike to public utilities and the peoples which they serve, carries with it an element of warning to the sponsors of gas undertakings not to be lightly ignored. If this business is not to be legislated into insignificance or receive damaging setbacks through the passage of inordinate laws and regulations, the future must be contemplated with intelligent thought and sober judgment, looking to the formulation of plans capable of embracing every phase of the industry.

The future should be regarded not as tomorrow nor next month nor next year, but in terms of years or decades.

The recent passage of the Dollar Gas Bill in New York, approved by the Mayor of New York City, exemplifies the readiness of politicians to trade on the gas man's weakness and fondness for relying on past performances and by political insinuation to convey to the public that the future holds unlimited opportunities for gas companies to gouge the public at the public's expense.

Because of the somewhat unrelated conditions as to raw material and labor supply and cost, and the characteristics of individual communities served with gas in the various parts of the country, each gas company will, of necessity, have to work out its own future plans, co-operating with those in other sections for the development of uniform practice where possible.

In the matter of manufacturing gas, shall coal or oil be relied upon? The trends of prices for both are upward, but, considering the accessible resources, which is liable to increase the most? Is full advantage being taken of modern economic methods of production which will insure to the gas company the maximum efficiency in its manufacturing plant?

The much mooted question of byproduct production and sale by gas companies deserves serious consideration. Shall these companies continue to compete, as they do in some cases, with their own purveyors of raw materials or some of their own consumers by the public sale of by-products, or shall they adhere strictly to the sale of gas only and sacrifice the possible added revenue from byproduct disposition?

Distribution methods are undoubtedly subject to reasonable standardization, although present practice in this branch of the industry lacks uniformity.

Gas service and quality standards as set up by some regulatory bodies and calmly submitted to by numerous companies are stringent to the point of ruination. For instance, is the gas man lacking in ability to convince his public and commission that low thermal value gas will give better and more economical service to his consumers than will gas of the quality now served, or is he too reticent or negligent to do so?

In the commercial phase of the business, industrial sales possibilities have been subjected to unlimited discussion from numerous angles, but few comprehensive sales policies have been worked out. It is generally agreed that house heating offers a market for gas as yet hardly touched, but formulation of plans for future campaigning along such lines has been slighted. Sales of "night gas" in conjunction with heat storage systems and other means of smoothing out daily and annual load curves are susceptible to reduction to definite policy.

Uniform gas rate structures, the bases of which shall be constant and modifications made according to local conditions of doing business, would aid very materially in standardizing the industry.

The American Gas Association and kindred societies have given not a little attention to these subjects with a view to guiding the future fortunes of gas companies, but without co-operative thinking and planning on the part of the individuals most vitally interested in this great business, these associations alone cannot protect the companies from constant attacks by peanut politicians.

We of the "Journal" always stand ready to lend support and co-operation in the development of ways and means for combating and preventing unjust regulation.

NEW RECRUITS FOR THE GAS INDUSTRY

This is the season of the year when the engineering and technical schools of the country are releasing to the professional and business world thousands of men ripe for absorption into the activities of their choice.

These men have spent the past four years or more in intensive mental training. It has been given them to absorb the accumulated learning of the ages, and, having successfully passed the tests laid down to determine their fitness, they stand ready to start in the race of life.

Full of enthusiasm and zeal, full of the freshness and vigor of youth, they represent that force which

has placed, and will keep, these United States in the position of the world's leader.

Analyzing this potential supply of mental energy, we find it to contain engineers of different specialties, chemists, physicists, and men of other specialized lines. What is to become of these men? Who will be the beneficiaries of the knowledge they bring fresh from the classroom and the laboratory? In recent years a few of the larger concerns of the country have seen the wisdom of employing these men immediately upon their graduation and training them into the channels of that particular industry The men, on the other hand, are glad to find employment awaiting them, and the business connections thus made are likely to be permanent ones, benefiting alike the employer and the employee.

There is no industry in the world which is more interesting to the technically trained men than the manufactured gas industry. There is no industry which carries with it greater dignity and the responsibility to the public weal, which all good citizens should bear.

The man fresh from the classroom and laboratory may not know this, but doubtless he would like to. He may not know the opportunities which lie before him in the manufactured gas industry. He may not realize that this industry is a specialized one which is less crowded with technical men than many others that might be named. He should be told all these things and the gas companies of the country would do well to follow the example of those in other fields by visiting these graduating technical men in their classrooms and telling them the story of this great public utility. Point out to them the advantages and emoluments of the manufactured gas industry. Invite them to enlist in that great army of loyal workers who, as Dr. Walton Clark once said, are making this world a better place to live in by the efficiency, economy and convenience of their product, and having enlisted, make it worth their while to remain.

Such a force of college trained technical men will serve as a potential source of supply of the future executives of the company. By instilling into them the policies of the company, the manner in which it does its business and performs its duties and obligations to the public, these young men would receive what may be called the better half of their training and education so as to render them fit and properly qualified to step into higher positions of responsibility.

Will not such a corps of trained men constitute a body which can only redound to the best interests of the company and of the gas industry as a whole? Will not the graduates therefrom be of the proper caliber to carry on the great work that is now going on to make gas the universal fuel of the future?

ADVERTISING THE PUBLIC SERVICE INDUSTRY

(Continued from Page 498)

a year. One per cent of the gross for advertising, which some think a conservative mark to shoot at, would be about $40,000,000. Add the advertising expenditures by manufacturers of merchandise and appliances used in, or in connection with, our business—a multitude of them from household appliances to industrial furnaces and street cars. This probably runs well into seven figures already and will be increased by increased utility advertising. At the rate the utility industry is still growing and with adequate encouragement and education along advertising lines, it is not at all a pipe dream to see the total advertising bill of this industry and its allied business mounting toward $100,000,000 a year in the not distant future.

In consequence of these circumstances, we confront a situation unique in the entire realm of advertising; a double-barreled opportunity; a challenge to action and reaction for reciprocal benefit.

To the public utility industry in all of its branches, Advertising says: "We offer you an agency that contains potentialities of usefulness in your business far beyond anything you have realized in your tentative employments of it. Adequate and intelligent use of the power of advertising will pay in dollars, as it pays the merchant and the manufacturer; and in addition to that it will bring a steadiness and stability to your public relations of which you have not dreamed."

To the promoters and creators of advertising, the public utility industry says: "We offer you the richest undeveloped field for tillage by you and your disciples to be found anywhere. Sit in with us and help teach us how to develop this field to the best advantage for you and for us."

It looks like a ready-made opportunity for team work.

FORMATION OF THE PUBLIC UTILITIES ADVERTISING ASSOCIATION

(Continued from Page 500)

avail himself of this valuable service if his advertising club at home has a technical study circle. If not, advertising extension work is being conducted by many institutions, such as Y. M. C. A.'s, colleges, universities, etc., all of which, I believe, co-operate very closely with the Associated Advertising Clubs' educational department.

But, if worse comes to worst, our own Frank Blanchard can help us out. He is a horrible example of what an advertising teacher becomes in the course of time. He has even written a book on the subject, so that between Earle Pearson at headquarters and Frank Blanchard, on our own firing line, no man ought long to remain ignorant as to what constitutes the essentials of advertising. In fact, ignorance would be wholly inexcusable.

The club contact and extension work deals directly with the local application of advertising through your home town advertising club. It is unnecessary to emphasize here the great advisability of every member of our association becoming affiliated,

if he has not already done so, with his advertising club at home.

Our pledge to support the National Vigilance Committee in its great "Truth in Advertising" movement is of the utmost importance to us. While the public utility companies are one hundred per cent for "Truth in Advertising," so far as their own copy is concerned, and have the reputation generally for putting out as clean advertising copy as any group of advertisers in the world, it is essential that we let the public know that we are behind this movement. We know we are, but do our customers and patrons?

Again, and this is a vital factor in the situation. We should promote this work with the greatest zeal from a purely selfish standpoint, for a very large number of our utilities have found it necessary to help meet their constantly growing financial requirements through the sale of junior securities under what is known as the customer ownership plan. And, every dollar that the wildest oil stock promoter or the fake mining stock manipulator or the ubiquitous stock frauds of all kinds, takes out of the people's savings accounts or surplus earnings or from other investments, is just that much money lost to the legitimate opportunities that our utility companies have to offer their customers and friends. More than that: Once a victim of the wildcatter has been stung, he immediately becomes "gun-shy" of all promotion enterprises, no matter how safe and sound they may be. Not only does he not buy securities himself, but he starts throwing bricks to scare other investors away.

So there is a double-barreled advantage in working shoulder to shoulder with the National Vigilance Committee:

First: We gain the confidence of the public through our own truthful copy.

Secondly: We protect the innocent investor from the unscrupulous promoter and strengthen the standing of our own legitimate issues.

The commission also, through its widely-diversified departments, offers us a clearing house for the exchange of helpful ideas and suggestions that inevitably carry a cash drawal value to all who avail themselves of this contact.

We have three exceedingly able men representing our association on the National Advertising Commission, men whose broad experience and keen knowledge of every phase of public utility activity, together with the fact that they are all good speakers, gives us full assurance that our interests therein will be splendidly taken care of. There are no more stalwart men on the commission than Messrs. Blanchard, Mullaney and McQuiston. It is an honor and a privilege to be associated with them.

We have had a large volume of good publicity in many business and trade papers, magazines, bulletins of the state committees and in the general newspapers. Several of our members have written in commenting on the important phase of our activities and these comments are supported by Carl Hunt, manager of the Associated Advertising Clubs, who said recently that our convention was the best and most systematically advertised department in the entire group. This was accomplished through genuine team work on the part of our directors and several other members whose interest and enthusiasm has been inspiring. Charlie Person of the American Gas Association has done valiant work in the field, and so have Hal Lytle and several of the state directors.

Our publicity efforts were well received because we had something that appealed to the practical sense of the press and something that intrigued the imagination. When we announced that we represented a group with a capital investment of around $17,000,000,000 and that the aggregate annual gross earnings of the four major utilities was over $3,000,000,000, and that we were speaking for an industry that provided essential public service of a permanent character to about 33,000,000 customers, the news publications were eager to know more about us.

Gentlemen, the business and trade papers, the advertising publications and a considerable section of the daily press are wide open to us. It is up to us to devise ways and means for grasping the publicity opportunities thus afforded us.

One of the effective and instructive features of any convention is the display of the physical characteristics of the business or profession involved. In our case this feature is represented by our exhibit of advertising and publicity shown as a section of the great international display set up here on the Steel Pier. Our exhibit chairman, Mr. E. J. Cooney, of Lowell, Mass., has given us a most creditable representation in the galaxy of printed craftsmanship. The finest kind of co-operation in this department has been extended to us by the three major utility associations, the American Electric Railway Association; the American Gas Association and the National Electric Light Association having donated generously $250 each to make this exhibit possible. It was felt that it would be much better, the first year at least, that we invite the National Utility Associations to participate in a joint exhibit rather than to extend a blanket invitation to our individual members to contribute to the display. This general policy was followed, although quite a number of individual companies were given the opportunity to enter some of their most effective creations of copy.

The program was built to make it as practical and instructive as possible and to include in it only such speakers who had achieved success and distinction in those lines in which our membership is most vitally interested; also to boil it down as to reduce the element of conflict to the narrowest possible margin.

Governor Smith Signs Dollar Gas Bill

NEW YORK GAS COMPANIES IMMEDIATELY PETITION COURT FOR INJUNCTION

Within the last few minutes allowed him by law, Governor Smith of New York signed the Walker dollar gas bill last Saturday, June 2nd. The Walker dollar gas bill not only decreases the price of gas from $1.15 per thousand to a dollar per thousand, but also increases the legal B. T. U. standard from 537 B. T. U. per thousand cubic feet to 650 B. T. U. per thousand cubic feet.

On Friday, June 1st, the New York gas companies published a long statement in the form of a one-half page advertisement in all the principal newspapers in the city, in which there was given the reasons why it would be inadvisable for the B. T. U. standard to be changed in accordance with the provisions of the Walker Bill. This statement was addressed to and filed with the Governor on Tuesday, May 29th. In spite of all the earnest representations made to the Governor to urge him not to sign the bill, the bill was signed anyway. The gas companies, evidently expecting such action, were prepared for the same, for on Monday, June 4th, about 10:45 a. m., the Consolidated Gas Company took the initiative in fighting the new gas bill by filing in the Federal Court a 74-page complaint in a suit to enjoin the members of the Public Service Commission and Attorney General of the State from attempting to enforce the provisions of the Walker bill.

Thus the fight is on once more and, as generally happens, the public will eventually have to pay the bill. The statement that the gas companies published regarding the danger to life and serious economical and inconvenient results that would arise from suddenly increasing the calorific power of the gas and distributing the same to the consumer without first adjusting the burners, are set forth in detail in the aforementioned half-page advertisement. In part, this statement reads as follows:

"To our knowledge any taking effect of the above-quoted provision would be subject to such serious consequences to the people of the City of New York that we feel we ought to advise Your Excellency as to the facts and as to the hazards which, in our clear judgment, would inevitably be created by such a statutory requirement.

The many thousands of ranges, appliances, burners and other gas-consuming devices situated in the homes, factories and business establishments of our customers have been adjusted for the supply of gas of the standard of not less than 537 British thermal units on monthly average, prescribed by the Public Service Commission on August 30, 1922. In the case of the Consolidated Gas Company and its affiliated companies, this adjustment required about six months to make, and cost at least $400,000.

These adjustments have to do with the quality of air admitted through the air openings, and with the gas through the orifices or spuds of the burners. Less air is required for complete combustion in the case of 537 British thermal unit gas (the present requirement) than in the case of gas of not less than 650 British thermal units. The gravest dangers inhere in the use of gas in a range or appliance for which the orifices have not been adjusted to the thermal content of the gas being supplied.

To effect an adjustment now of all gas-consuming devices on consumers' premises so as to secure safe and proper conditions for the use of gas of the quality which we would have to manufacture to comply with the proposed law, would require at least eight months' time.

To undertake to deliver immediately, as the bill requires, gas of not less than 650 British thermal units would result in two things:

1st—It will be extremely hazardous to life in many cases where the products of incomplete combustion, more particularly that of the highly poisonous carbon monoxide, are inhaled by users of gas as a result of this incomplete combustion, due to the supply of air being inadequate for gas of 650 B. t. u. per cubic foot.

2nd—The service in itself will not only be unsatisfactory, owing to the deposit of lamp black resulting from incomplete combustion, but such service is liable to produce serious explosions and accidents as the ultimate result of this condition of the appliances, causing destruction of property as well as loss of life.

When the thermal content of the gas being supplied is lower than the thermal content for which the orifice of the burner has been adjusted, any possible hazard arising therefrom gives visible and audible warning by a flash-back of the burner. The supplying of gas of higher thermal content than that for which the range, appliance or other gas-consuming device has been adjusted produces a condition of poor and incomplete combustion, and it is insidious, giving no warning until there is an asphyxiation case, a gas-poisoning case or an explosion."

The statement ends with a very strong conclusion reading as follows:

"We are utterly unwilling to assume responsibility for the serious hazards which would attend any attempt on the part of our respective companies to comply forthwith with so dangerous a statutory requirement. Loss of life and destruction of property would, in our opinion, be altogether likely to result in numerous instances."

The signers of the statement are as follows:

George E. Woods, Chief Engineer Consolidated Gas Company of New York and its affiliated gas companies.

Robert Bogie, Chief Engineer, Kings County Lighting Company.

H. J. Dillon, Superintendent Brooklyn Borough Gas Company.

J. D. Alden, Chief Gas Engineer, Bronx Gas and Electric Company.

Maynard H. Spear, Vice-President and General Manager, New York and Queens Gas Company.

Robert M. Bush, Engineer of Manufacture, Brooklyn Union Gas Company and its subsidiary companies.

William J. Welsh, President and Manager New York and Richmond Gas Company.

E. L. Davies, Gas Superintendent, Queens Borough Gas and Electric Company.

In the second half of this advertised statement attention was called by the Consolidated Gas Company of New York, through its president, George B. Cortelyou, that in the hearing before the Public Service Committee of the Senate, March 7th, 1923, the Walker bill did not contain any provision for 650 B. T. U., or any other standard, but that after the hearing the bill was amended to its present form. The reasons set forth in the aforementioned statement are of the greatest importance and significance to the consumer of gas in the City of New York. Nevertheless, the Governor did not take them into consideration at all. In the complaint that the gas companies filed against the bill, the latter is attacked from two angles. First, it is shown that the price of a dollar per thousand cubic feet of gas is confiscatory; second, that the use of the 650 B. T. U. standard is dangerous. It was asserted that the price of a dollar per thousand cubic feet of gas is insufficient to pay the companies' operating expenses and a fair return upon the amount of its investment in gas property as was found by the United States Supreme Court. It was pointed out that, in fact, the value of the gas property at that time, which figure is used in the calculations of a fair return, is now considerably less than the present value of the property.

The complaint also charges that the price of $1.15 per thousand cubic feet, which is now being charged according to an order of the Public Service Commission, is considerably less than what is adequate now because of the increase in price of gas-making materials and labor rates. The company indicates that although the information on hand would have proved and established its right to a rate higher than $1.15 per thousand cubic feet, nevertheless, it is not attacking that rate in this present complaint, but only the dollar rate.

650 B. T. U. Gas Dangerous

The complaint followed with a discussion of the results that would ensue due to the increase in the calorific standard of the gas from 537 B. T. U. to 650 B. T. U. The arguments which are used to indicate that such a change in the calorific standard would be dangerous to life as well as productive of results unsatisfactory to the consumer, are the same as set forth in the sworn statement mentioned above.

James J. Gourdan, president of the Brooklyn Union Gas Company, in commenting on the new law, says as follows:

"It is confiscatory beyond doubt, and in the case of the smaller companies it would wipe them out. It took six months to readjust the appliances in the homes of consumers to make them use the present B. T. U. standard gas efficiently, and it would take another six months, without regard to cost, to change them again to handle 650 B. T. U., while the law seeks to compel the new standard immediately.

"Our gas-making machinery is not in shape to supply the new gas immediately, and even if it did, it would not be safe to do so because of the hazard to life and the danger of fire. We certainly will not attempt to supply the 650 B. T. U. gas until the courts have spoken on the matter."

Accordingly, while the Walker bill is law, it is not yet enforced and probably will not be for at least a year. For it is very likely that the litigation will not cease with the decision of the District Court, but will be carried to the Circuit Court of Appeals and from there to the Supreme Court of the United States.

STATEMENT BY ROBERT E. LIVINGSTON OF THE CONSOLIDATED GAS CO. OF NEW YORK

Referring to the passage of the bill passed by the New York State Legislature, reducing the rate to one dollar to be charged hereafter by the Consolidated Gas Company of New York, and by the other gas companies operating in Greater New York, the "Journal of Commerce" (New York) said in an editorial Wednesday:

"What can the public utilities, not only of this State, but of the whole country, do to defend themselves against the politicians who are apparently determined to sacrifice them on the altar of personal preferment? This is a question that must be giving the owners of properties devoted to this class of public service a good many uneasy and unpleasant hours."

Of the politician and his methods, the same editorial says: "He usually is not in the least interested in the real welfare of his country, or, at all events, such considerations are only secondary with him. What he is primarily concerned with is his own political preferment, and he rarely hesitates to take advantage of ignorance or prejudice among the people at large, or, indeed, to encourage blind passion if in so doing he can improve his own future."

It was the coercive methods adopted by one member of the New York State Legislature, which has thrown the Consolidated Gas Company back into the maelstrom of an expensive litigation to have declared confiscatory, and therefore unconstitutional, the $1 rate law signed by Governor Smith on June 2nd. There had been a public clamor for a reduction in the New York City gas rates. On the contrary, it is doubtful whether there is a public utility of any kind that has the "good will" of the public to such an extent as has the Consolidated Gas Company of New York. With only one exception, there had not been printed an editorial or news article in a newspaper in which a suggestion was made that the gas rates would be lowered.

The one exception was the "Evening World," which has inspired and prepared the "$1 gas bill" and given it to a State Senator to introduce. Unless and until the Assembly passed this measure on the day the Legislature adjourned, the Senator (also leader of the Senate) announced that no bill introduced by an Assemblyman would be passed by the Senate. Nearly two hundred Assembly bills have been held up awaiting the vote on the Senator's gas bill.

At a hearing before Governor Smith, the representatives of the affected gas companies had presented strong arguments giving the reasons why

the State's Chief Executive ought not give his signature to the measure. Particular stress was laid on the fact that there was danger to life and property in the provision of the bill which required the companies to furnish gas of a 650 B. T. U. standard.

It had taken six months and nearly 400 men, at an expense of $450,000, to adjust the gas appliances in use in New York City to the 537 B. T. U. standard as fixed by the Public Service Commission. Without giving any explanation for his action, Governor Smith signed the $1 rate bill. He may have done so inadvertently, as he had just signed the repeal of the Mullan-Gage law, relieving New York State police from any part in enforcing the Volstead liquor law. The Governor had gone through weeks of perplexing arguments and mental, political gymnastics as to the advisability of signing a bill that would please either or neither the "wets" or the "drys." The $1 gas bill was in an unfortunate position on the Governor's calendar. The Governor had been warned that in signing the gas rate bill he was needlessly plunging gas consumers and taxpayers into another litigation for which both would have to pay. The $1 rate bill was signed on Saturday, June 2nd, and on the following Monday morning the Consolidated Gas Company had filed its complaint in the United States District Court in a suit asking for a temporary and permanent injunction.

Thus started the wheels in a needless waste of money in a litigation born of political preferment, and, as the "Brooklyn Citizen" said editorially, a newspaper's effort to enlarge its circulation. The "Evening World" said in an editorial after its bill had been signed: "The sharp division of opinion between the gas companies and their patrons ought not to exist. Gas rates ought not to be a political question. That they have become a political question is not entirely the fault of the gas companies."

There is not now and has not been at any time "a sharp division of opinion between the gas companies and their patrons." The newspaper just quoted represented no opinion except its own. The gas rates were injected into politics at this time by that same newspaper. The newspaper's "expert" as to figures, cost, prices, etc., was a woman reporter who at times tried with ill success to analyze statements filed by the gas companies with the Public Service Commission. The value of such "expert" opinion may be readily understood by those who are acquainted with "cost sheets" and other statistics that have to do with large business undertakings that involve millions of dollars every twelve months.

Industrial Gas Section Organized

ENTHUSIASTIC MEETING IN NEW YORK ORGANIZES NEW SECTION OF AMERICAN GAS ASSOCIATION—SUPPORT PROMISED BY ALL—BRIGHT FUTURE AHEAD—WORKING PLANS OUTLINED.

The new Industrial Section of the American Gas Association was organized at a meeting held on Wednesday morning, June 6th, in the United Engineering Society Building, New York City.

The meeting was called to order by Colonel Fogg, secretary-manager of the American Gas Association. He said that the purpose of the meeting was to put in effect the decision made by the members of the American Gas Association to organize a section to cover the use and sale of gas for industrial purposes. In the voting one thousand votes were cast, and of these more than thirteen times as many were in favor of the new section as were opposed. He declared that the main objection of the dissenters was that the organization of the new section would tend to separate the activities of the commercial section, and, inasmuch as in many small companies the commercial man is the industrial man as well, it would be important for him to attend sessions of the new section which might conflict with those of the old commercial section. In order to make it possible for such men to attend sessions of the two sections, it was agreed that in the annual convention the program would be arranged in such a manner that one joint session of both sections would be held.

Colonel Fogg had a few words to say about the importance of industrial gas, which in the present year would probably amount to 30 per cent of the estimated consumption of 350,000,000,000 cubic feet of gas, but predicted that gas would be used in increasing quantities for industrial purposes in the future. He also pointed out the importance of the formulation of scientific rate structures and adjustment of standard heating values which will be of great assistance in furthering the development of gas as a fuel for industrial purposes. He pledged the aid of the entire association to the Industrial Gas Section and promised the fullest co-operation in every way.

E. J. Stephany Takes Chair

E. J. Stephany of the Philadelphia Company, of Pittsburgh, then took the chair. The first piece of business was the selection of a nominating committee to nominate a permanent chairman and vice-chairman of the section. Mr. Stephany appointed a committee of five, consisting of Messrs. J. B. Allington, J. P. Leinroth, W. J. Rasch, P. E. Osterman and D. W. Chapman. While the committee withdrew to deliberate on nominations, the chairman called for discussion on the aims of the new Industrial Gas Section. The discussion was opened by Mr. H. O. Loebell, vice-president of the Combustion Utilities Corporation, New York City. Mr. Loebell spoke on the importance of industrial gas, the position of industrial salesmen and industrial

gas engineers in gas company organizations. He pointed out that in most cases industrial gas men have a better understanding of the principles and practice of the application of gas as an industrial fuel than gas company executives themselves, and that it was up to those men to secure recognition from their executives. He emphasized that it would be the duty of the new section to aid in securing this recognition and provide necessary information and data and moral support to the industrial gas men in presenting their problems to gas company executives. He said that the industrial gas business has far greater possibilities than the domestic gas business, but that gas company executives must really be educated to realize the importance of this fact. He also had a few words to say about the condition in the gas appliance business and the relation between gas manufacturing companies and those concerns making gas appliances. He called for co-operation between the two as an essential condition in the development of gas as an industrial fuel.

Mr. Chapman, of the Peoples Gas Light & Coke Company, of Chicago, Ill., had a few words to say, promising support of this large gas organization to the new section. Other speakers also promised their support, and from their words it was evident that the new gas section possesses many friends and that all were eager to assist it in its work. In the course of those remarks it was brought out by one speaker that the large user of gas such as the manufacturer who uses gas as an industrial fuel in his manufacturing process would be a very strong proponent for gas.

New Officers Elected

The nominating committee then made a report to the fact that it had nominated as chairman R. M. Searle, president of the Rochester Gas & Electric Co., and as vice-chairman E. D. Stephany, of the Equitable Gas Company of Pittsburgh. The election was unanimous.

Inasmuch as Mr. Searle was not present at the meeting, the vice-chairman, Mr. Stephany, continued in the chair. He then read a report which outlined the work that had been arranged by the new defunct industrial gas committee of the Industrial Section. This report is printed in full below.

Activities in Plans of New Section

The meeting then gave its attention to a discussion of future plans and activities of the new section. Many speakers had a few words to say about the manner in which the new Industrial Gas Section can be of assistance to its members and of the relation between this section and the other divisions of the American Gas Association. It was brought out in the discussion that one of the things that should be urged strongly by the new Industrial Gas Section was that gas companies themselves use gas for industrial purposes in their own plants. It was pointed out that such action would make convincing proof of the practicability of gas as an industrial fuel, and that in one case a gas company is actually taking advantage of the situation and making a display of the different gas appliances used in its works for industrial purposes. It was also developed in the discussion that the cement industry today is very much interested in the proposition of using gas in burning cement in place of powdered coal. It was statted that this interest is of such strength that the cement companies are willing to go to considerable expense in experimenting with the use of gas for this purpose.

Mr. B. J. Mullaney, of the Peoples Gas Light Company, Chicago, Ill., had a few interesting remarks to make regarding the relation between advertising and publicity in industrial gas. He stated that his company in Chicago had a large industrial gas department, and that when the question of the use of advertising to further the interest of this department came up, it was found that the best service could be performed by the advertising department to educate the people in general to the importance of industrial gas, and create thereby a favorable sentiment in the minds of the public towards gas. He mentioned the fact that a mere fraction of the people of the country know gas as nothing else but something that is used in the kitchen to heat ranges. It is not even known gas can be used for industrial purposes at all. He finished his remarks by stating that the advertising performed for the industrial gas department of the company was such that when the gas salesman brought the president or the factory manager of the plant, he was in the mood for argument.

Mr. Burke, of the Brooklyn Union Gas Co., had a few suggestions to make to the meeting, which, however, were not acted upon at the time. They were as follows: 1. That regular meetings be held monthly. 2. That symposiums be arranged on data subject to aid industrial gas. 3. That the section cover data of importance regarding the use of gas and industrial fuel. 4. That excursions and social features be made a part of activities in section. 5. That the exchange of test performances and operating data be encouraged between the members of the section. 6. That the Industrial gas men pay particular attention to such fields as the ferrous and non-ferrous industries, the chemical industries and the food industries.

The discussion was continued by various men, among whom must be mentioned Mr. J. P. Hanlan, Public Service Company, Newark, N. J., who as a representative of the commercial section promised aid and co-operation of that section with its newly created offerings.

HIGH RECORD PETROLEUM PRODUCTION IN APRIL

According to the Geological Survey, the average production of petroleum increased during the month of April to the high record of 1,937,767 barrels. The daily average imports of crude petroleum were 165,500 barrels, and the daily average consumption 185,900 barrels. This is the first time since April, 1922, that the domestic production of crude petroleum was greater than consumption plus exports of domestic and imported crude petroleum.

NEW APPARATUS FOR GAS ANALYSIS

(Continued from Page 492)

2. Absorption of the Heavy Hydrocarbons

The next step in the operation is to introduce a little water into S through T. Then, as has been explained above, the gas is carried over into S and the stopcock II is closed. By lowering N_2 the bulb 3 is now emptied to such a point that the water fills the tube part of the stopcock IV. The stopcock IV is next closed. Now the bromine water, which has been filled into the funnel T, is permitted to be sucked into S until a little remains behind in the funnel. This operation is carried out very slowly and carefully and all the general precautions that have to be taken in handling bromine water are observed, as well. The stopcock II is then closed. The connection c-d is loosened and the bulb S is shaken for two to three minutes. Then, in the same manner that the bromine water was introduced into S, a little dilute potassium hydroxide solution is sucked in as well, so that the excess bromine is removed. After again connecting c and d, the gas is forced back into B (the absorbent is made to rise to stopcock II; throttling is effected by means of the stopcock IV). The absorbent is then removed through T. The washing of the tubes, the forcing of the mercury up through the stopcock I and the reading of the contraction in volume are all carried out in the same manner as described above.

3. Absorption of Oxygen

The absorption is carried out with the aid of pyrogallol or sodium hypo-sulphite. The same directions apply to the determination of oxygen in the gas as in the case of carbon dioxide. The connection c-d must be loosened and the bulb S must be vigorously shaken for about five minutes.

4. Determination of Carbon Monoxide

A solution of cuprous chloride, acidified with hydrochloric acid, is used for this purpose. When such a solution is used, about three cubic centimeters of water, acidified with hydrochloric acid, are first drawn into S through T. The gas is then sucked into S and the mercury is drained out up to a point just under the stopcock IV (just as in the case where bromine water was employed in the analysis). The water, acidified with hydrochloric acid, fills the tube of the stopcock IV. After this operation has been carried out, the solution of cuprous chloride, acidified with hydrochloric acid, is sucked into T. The bulb is shaken for about two minutes, c and d are connected and the gas is then carried back into B. The absorbent is forced out into T and is then sucked out. The same operation is repeated several times, at least twice. After cuprous chloride solution, which was used the last time, has been removed, T and S are finally washed out very thoroughly with water that has been acidified with hydrochloric acid. Then a little potassium hydroxide is drawn into S and the gas is led back again and freed from hydrochloric acid vapors. The gas is then drawn into B and the height of the meniscus is read in the same manner as described above. When an ammoniacal solution of cuprous chloride is used, the ammonia vapors must be removed with a dilute solution of sulphuric acid. Carbon dioxide may be determined in conjunction with hydrogen by fractional combustion.

5. Fractional Combustion

The fractional combustion of hydrogen is carried out according to the method of Ubbelohde and de Castro (Journ. Gasbel. 1911, page 810). Pure nitrogen gas is introduced into S through d. Then the copper oxide tube is inserted between c and d and the nitrogen gas is drawn out of the tube S through the copper oxide tube at b to such a point that only the piece of apparatus from c through the copper oxide tube to d is filled with nitrogen gas. The filling of this space with nitrogen gas is of very great importance, as in this part of the analysis mercury cannot be used in filling the connecting piece, the fractional combustion takes place at a temperature of 270 degrees C. This temperature is secured and maintained by means of an electric furnace or a heating bath or by means of the furnace that was used by Ubbelohde and de Castro. The connecting tubes of the copper oxide tube are protected by asbestos discs and moist wicks. The copper oxide must not come in contact with mercury.

The methane and the ethane are burnt at a red heat. The volume increase after combustion and carbon dioxide absorption by means of potassium hydroxide give the percentages of the two hydrocarbons in the gas.

"THE HOME MAKER," A NEW BOOKLET ANNOUNCED BY AMERICAN GAS ASSN.

To assist gas companies in increasing the sales of appliances and gas output, the American Gas Association is printing and selling to the gas company members of the association, at a nominal charge, a monthly publication called "The Home Maker."

This is a four page booklet, issued in a series of six for distribution to consumers during the months from July to December. It contains topics of interest to women, including editorials on home making, lessons in good cookery, talks on housewifery and seasonable tested recipes. The contents of the series are prepared by Mrs. Ida C. Bailey Allen, an expert on home economics and cookery, with a national reputation, and who is an enthusiastic advocate of gas service.

The talks on housewifery explains the efficiency and economy of gas in the laundry and kitchen, also the purifying power of hot water plentifully used in the care of the refrigerator.

Public Utilities Securities Market Report

Prices of Representative Gas Bonds

(Quotations furnished by The National City Company)

Company.		Maturity	June 7, 1923. Bid	Asked
American Lt. & Trac. Co.	Five Year 6s	May 1, 1925	104	107
Brooklyn Union Gas Co.	First Consol. 5s	May 1, 1945	95	96⅝
Brooklyn Union Gas Co.	First Lien & Ref 6s	May 1, 1947	102½	103⅝
Consol. Gas, Elec. Lt. & Pr. Co. of Baltimore	First Ref. 6s	Feb. 1, 1949	103	103½
Consol. Gas, Elec. Lt. & Pr. Co. of Baltimore	General 4½s	Jan. 1, 1935	91¾	92¼
New Amsterdam Gas Co.	First Consol. 5s	May 1, 1948	82½	84
Denver Gas and Electric Co.	Gen. (now 1st) 5s	Jan. 1, 1949	93½	94½
Detroit City Gas Co.	First 6s	July 1, 1947	99½	99⅞
Equitable Illum. Gas Lt. Co. of Philadelphia	First 5s	Jan. 1, 1928	100½	102
Hudson County Gas Co.	First 5s	Nov. 1, 1949	93⅜	95
Kansas City Gas Co.	First 6s	Feb. 1, 1942	100½	101¾
Laclede Gas Light Co.	Ref. & Ext. 5s	Nov. 1, 1934	90½	93¼
Laclede Gas Light Co.	First 5½s	Feb. 1, 1953	89	90¼
Michigan Light Co.	First & Ref. 5s	Mar. 1, 1946	88	90
Milwaukee Gas Light Co.	First 4s	May 1, 1927	93¾	94⅛
Pacific Gas and Electric Co.	Gen. & Ref. 5s	Jan. 1, 1942	91¼	92
Pacific Gas and Electric Co.	First & Ref. 5½s	Dec. 1, 1952	97	98
Pacific Gas & Electric Co.	First & Ref. 6s	Dec. 1, 1941	102½	103½
Cal. Gas & Elec. Corp.	Unif. & Ref. 5s	Nov. 1, 1937	97	97⅜
Peoples' Gas Lt. & Coke Co.	Refunding 5s	Sep. 1, 1947	89	89¾
Chicago Gas Lt. & Coke Co.	First 5s	July 1, 1937	94	97
Portland Gas & Coke Co.	First & Ref. 5s	Jan. 1, 1940	89	91
Seattle Lighting Co.	Refunding 5s	Oct. 1, 1949	81	83
Southern California Gas Co.	First 6s	Nov. 1, 1950	97½	99
Utica Gas & Electric Co.	Ref. & Ext. 5s	July 1, 1957	89	91½
Washington Gas Light Co.	General 5s	Nov. 1, 1960	93¾	94¼
Washington Gas Light Co.	Mtge. 6s	Apr. 1, 1933	99¼	100
Western States Gas & Elec. Co. of California	First & Ref. 5s	June 1, 1941	87	90

Cities Service Company in April

The statement of earnings of Cities Service Company for the 12 months ended April 30, 1923, showed gross amounting to $16,003,548, which compared with $12,688,908 in the corresponding period of 1922. Net earnings were $15,528,247, as compared with $12,229,894, and net to stock was $12,989,007, as compared with $10,086,102. Net to common stock and reserves amounted to $8,050,881, as compared with $5,205,591 in the preceding 12 months. In the 12 months period the preferred dividend was earned 2.63 times, as compared with 2.07 times in the 12 months ended with April 30, 1922, while the percentage earned on the average amount of common stock outstanding was 17.28 as against 11.20. Net to common stock and reserves for the month of April, 1923, was $1,043,426, which compared with $752,462 earned in April, 1922.

Plans New Building

Los Angeles, Cal.—A one-story brick building, a meter house and garage, are to be erected for the Southern California Gas Company on its property near the Security Trust and Savings Bank in Burbank, for which the building permit called for $10,000.

Burbank has 2,000 consumers, with increases of forty per month, the rapid growth making it imperative to install a local plant.

They have been served from headquarters in Glendale.

Gas Plant in $700,000 Deal

Tacoma, Wash.—Absorption of the Tacoma Gas and Fuel Company by the Mountain States Power Company, was announced recently by W. L. Fitzgerald, secretary and treasurer of the local corporation. The purchase price of the local properties was placed at $700,000. The deal was recorded with the county auditor.

The Olympia Gas Company, a subsidiary of the Tacoma Gas and Fuel Company, and the Puget Sound Gas Company of Everett will also be absorbed by the Mountain States Power Company, it was said. The purchasing company operates in Oregon, Washington and Montana.

The transactions will not materially affect the status of either of the three Puget Sound plants, except to put them on a better financial footing, Mr. Fitzgerald said. As far as is known, the personnel here will not be changed. The $250,000 expansion program of the Tacoma plant will go forward as originally planned.

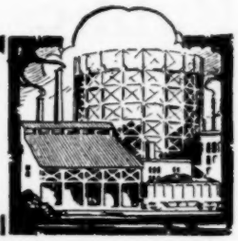
All of the involved corporations are operated by H. M. Byllesby & Co. of Chicago and are controlled by the Standard Gas & Electric Company of Chicago.

Absorption of the smaller companies of western Washington by the Mountain States Power Company was deemed advisable by the holding company and operators as a means of reducing overhead expenses, it is understood.

To Erect New Skip Hoist

Hartford, Conn.—The Hartford City Gas Light Company has awarded the contract to the S. C. Poriss Co., 54 Church street, this city, for the erection of a new skip hoist at their plant. Work will start at once.

NEWS OF THE GAS INDUSTRY



Gas Company Pays Large Check to City

Clare N. Stannard, general manager of the Denver Gas & Electric Light Company, acting for the company, paid to the city the first installment on the company's debt of $1,184,665.69, when he handed city officials a check for $592,332.85. The balance of the amount due the city under the franchise, which stipulated all collections on gas in excess of 75 cents per 1,000 cubic feet will be paid in eight quarterly installments, with the next payment coming in September.

Concurrent with the payment of the first installment, the city tendered vouchers to the gas company amounting to $537,590.42, as money which has been due the company for electric service furnished the city, but held up by City Auditor George D. Begole until the company made the first payment on the debt due the city.

City and company officials who were present at the "Check exchange" ceremonies were: Mayor Bailey, Mr. Stannard, M. J. McCarthy, city manager of revenue, to whom the company's check was made out: George D. Begole, city auditor; James A. Marsh, city attorney; John F. McGuire, deputy city treasurer; Rodney J. Bardwell and Roy Hecox, attorneys for the gas company; H. T. Hughes, treasurer of the company; O. L. Mackell, chief clerk of the company, and James C. Burger, president of the Hamilton National Bank.

Official Commended by City Council

For his efforts towards the settlement of the differences between the City of Denver and the Denver Gas & Electric Light Company, C. N. Stannard, vice-president and general manager of the gas compani, received the following communication from the City Council:

RESOLUTION

Resolution No. 72. Series of 1923.
Offered by Councilman Louis Straub.

RESOLUTION

Complimenting Clare N. Stannard, for a Public Service.

Be It Resolved by the Council of the City and County of Denver, in session duly assembled, that Clare N. Stannard, vice-president and general manager of the Denver Gas and Electric Light Company, be and he hereby is complimented and publicly thanked for his diplomatic, able and unselfish efforts and co-operation culminating in the speedy and satisfactory settlement of recent important litigation between the said company and the City and County of Denver.

Passed by the Council and signed by its President this 28th day of May, A. D. 1923.

Thomas F. Azpell,
President.

Signed and approved by me this 29th day of May, A. D. 1923.

D. C. Bailey,
Mayor.

Attested by me with the corporate seal of the City and County of Denver,

(Seal) Charles Moewes,
Clerk and Recorder, Ex-Officio Clerk of the City and County of Denver.

By W. S. Peck,
Deputy Clerk.

Notice of Increased Rates

Miltonsburg, Ohio.—The Ohio Fuel Gas Company has filed with the Public Utilities Commission of Ohio its schedule No. 5 for Miltonsburg, Ohio, specifying increased rates for natural gas service at Miltonsburg, Ohio, to become effective June 14, 1923; such increased rates being as follows:

$1 for the first 1,000 cubic feet of gas consumed each month and 50c. per 1,000 cubic feet for all gas consumed during the month in excess of the first 1,000 cubic feet, less a discount of 5c. per 1,000 cubic feet for payment on or before the 10th day of the month following that in which said gas was consumed.

When the regular monthly meter reading at any time shows less than 500 cubic feet, or shows no reading, a minimum charge of 50c. shall be made, and the cubic feet of gas as shown by the meter, if any, shall be added to the next month's meter reading. When the meter reading in any month shows 500 cubic feet or more, but less than 1,000 cubic feet, a charge of $1 shall be made, subject to a discount of 5c. if paid on or before the 10th day of the following month.

Report Small Losses in Gas Plant Credits

Omaha, Neb.—Since the Metropolitan Utilities district has owned the gas plant, it has sold $1,760,000 of gas to Omaha patrons. The delinquencies for this volume of business, according to a report made to the board of directors total only $5,139, a considerable amount of which may yet be collected.

During this time the merchandise department sold apparatus for using gas valued at $664,000 on which there has been a loss of only $1,223.

Make Survey for New Gas Pipe Line in Wyoming

Casper, Wyo.—Survey for the gas pipe line from the refineries here to the Salt Creek field has been completed for the Standard and Midwest Companies. This line will consist of 10 and 8-inch pipe, that will be welded and partly of Dresser couplings. The line will take the gas from the natural gasoline plants at Salt Creek, after being run through the plant, and pipe it to the Standard refineries here.

Improvements at Webster Groves Plant

The St. Louis County Gas Company, of Webster Groves, Missouri, are preparing to make extensive improvements at their Shrewsbury plant. They have awarded the contract to the U. G. I. Contracting Company, of Philadelphia, which will include a 10 foot Cone Top Carburetted Water Gas Apparatus, a U. G. I. Duplex Waste Heat Boiler and one of the new U. G. I. 4-Pass Condensers. The Carburetted Water Gas Apparatus will be equipped with the U. G. I. Automatic Control.

Raise Gas Rate to Better Service

The Public Service Commission authorized the Republican Light, Heat & Power Co. and the Frost Gas Co., Inc., serving villages and towns in Erie and Chautauqua counties, to establish a net rate of 60 cents a thousand cubic feet for natural gas, minimum rate of $1 a month, effective June 1. The rate was fixed for one year, and until further order, but with the understanding that the companies complete at least twenty new wells, drilling to begin at once, and that not less than $200,000 be expended until the daily production rate is increased to fifteen million cubic feet. The commission further ordered that the cost of new wells is to be defrayed by earnings, not capitalization.

Purchases Building Site

Canandaigua, N. Y.—The Rochester Gas & Electric Corporation of Rochester, N. Y., has recently announced through its local manager, Mr. Thomas Cougevan, the purchase of a building site in Canandaigua. It is the intention of the corporation to erect a modern one-story 21x60 foot ornamental brick office and salesroom, with special arrangement for the display of gas and electrical lighting fixtures.

The Counties Gas and Electric Merger Approved

Public Service Commission, Pa., has approved the merger of The Counties Gas and Electric Company with the Chester County Gas Company, Collegeville Gas Company, Collegeville-Trappe Gas Company, Norristown Power Company, Conshohocken Power Company and Worcester Township Gas Light Company. The new consolidated company will be known as The Counties Gas and Electric Company.

Remodeling Plant

The U. G. I. Contracting Company of Philadelphia has just completed extensive remodeling of apparatus at the Peoples Gas Company plant in Glassboro, N. J.

New Boiler House at New Haven

New Haven, Conn. — The New Haven Gas Light Co., 80 Crown street, has awarded the general contract to the Standard Construction Co., 153 Court street, this city, for the construction of the new boiler house at their East Chapel street plant. The building will be one-story high, 66x135 feet, of brick and steel frame construction, absolutely fireproof, and will have a concrete pile foundation. The building will house eight new boilers and other equipment, all of which is on order. Westcott & Mapes, 207 Orange street, New Haven, are the consulting engineers for the project.

Appliance Co. Incorporated

Hartford, Conn.—The Hartford Gas Appliance Co., Inc., of this city, has recently incorporated the business, which has been carried on at 1243 Main street for the past few years. The firm will have a capital stock of $20,000, and the officers chosen include: Jerry E. Martoocci, president and treasurer; Michael Rita, secretary. Other members of the firm are Alfred Hansen and J. J. Fredericks. The firm will carry a full line of gas fixtures, appliances, etc.

Water Gas Apparatus to Be Installed

The Galesburg Railway, Lighting & Power Company, Galesburg, Ill., having recently installed an eight foot water gas apparatus and also contracted with the Gas Machinery Company for another eight foot water gas set to be a duplicate of the first set, are going to enlarge the purifying equipment.

A contract has also been awarded for the new purifying equipment and connections and the gas company is continuing to install 20 foot diameter by 12 foot deep steel boxes of the duplex type to match up with the original purifier of this size installed a few years ago.

Natural Gas Manager Resigns

Pine Bluff, Kan.—William E. Sipe, local manager of the Arkansas Natural Gas Company, has resigned his position here and will leave Wednesday for Homer, La., to become the Homer manager for the Belshic and Laskey Gas and Oil Company of Shreveport. Mr. Sipe will be relieved here by Paul Clay, who is now branch manager for the Arkansas Natural Gas Company at Hope. Mr. Clay will assume his duties here tomorow.

Plan Inspection of Florence Gas Company

Columbia, S. C.—B. H. Barre, gas and electrical engineer for the South Carolina Railroad Commission, and Commissioner Ellerbe today were under instructions to make a physical inspection of the Florence Gas and Power Company. The commission issued instructions following receipt of a petition from the city of Florence asking that a reasonable gas rate be established in the city.

1,000 Feet of Mains Being Laid

Janesville, Wis.—Provision is being made by the New Gas Light Company for gas service to new homes now being erected, through laying of more than 1,000 feet of new mains. Superintendent I. F. Wortendyke said that the company expects to lay mains throughout the summer where the demand is sufficient to warrant the expenditures.

Installation of the $25,000 purifier box at the gas plant will be started Monday under the supervision of the U. G. I. Contracting Company. The purifier adds to the certainty that gas is being supplied which conforms with specifications, Mr. Wortendyke said, and installation is necessary because of the increase in the demand for the product.

New Water Gas Apparatus to Be Installed

Contract has been awarded to the Gas Machinery Company of Cleveland, Ohio, to furnish the new ten foot water gas apparatus with waste heat boiler and auxiliary equipment that is to be installed in the new gas plant at Hamilton, Ontario, Canada.

The new gas plant will be built on ground adjoining the new 5,000,000 cu. ft. holder recently erected by the gas company in Hamilton.

The water gas equipment as well as all the balance of the machinery will go into the new buildings to be erected for this purpose.

Niles, Mich., Gas Co. Making Improvements

The Niles Gas Light Company has started work relaying mains and making extensions to take care of the rapid growth of the city, brought about by the big railroad developments that have been going on for the last four years. The western terminal and shops of the Michigan Central are now located in Niles.

Extensive improvements are also being made at the plant. On May 9 Manager Thomas M. Swain of the Niles Company met with the city council, who readily granted the company permission to raise the rates from $1.45 to $1.95 per thousand beginning June 1.

Rushing Work on Gas Tank

Stroudsburg, Pa.—The new bottom for the big new gas holder tank, which is being constructed at the Citizens Gas plant, Lower Main street, is being laid. This tank will have a capacity of 100,000 cubic feet of gas.

The work on this tank is being rushed with all possible speed and will likely be completed by the 1st of July. The old tank, which has a capacity of 50,000 cubic feet of gas, will also be used, together with the new container after that date.

East Ohio Gas Co. Elects

Cleveland, O. — Half a dozen stockholders were present when directors of the East Ohio Gas Co. were re-elected at the annual meeting of the company.

This meeting was held in the offices of President M. B. Daly. Standard Oil of New Jersey owns more than 99 per cent of the stock.

Daly, Christy Payne, R. W. Gallager, R. W. Brink, S. H. Tolles, J. J. McMahon and C. W. Downing were chosen again to serve on the board of directors.

With the exception of Payne, who is head of Standard Oil's gas interests, all directors are Clevelanders. Directors are to organize early in June.

Petition for New Scale of Rates

The Central Indiana Gas Company Thursday filed with the Public Service Commission at Indianapolis a petition asking for the authority to establish new rates in Farimount, Muncie and Hartford City to be charged for artificial gas.

The new schedule of rates, as proposed in the petition for the manufactured gas follows:

First 5,000 cu. ft., $1.35—disc., 10c., net $1.25.

Next 5,000 cu. ft., $1.10—disc., 10c., net $1.

Over 10,000 cu. ft., 75c.— net, 75c.

Minimum monthly charge: gross $1.10, 10 cents discount, net $1 per month. Discounts to be allowed only on bills paid on or before the tenth day after the rendering of bills.

The present schedule of rates for natural gas provides for a gross rate of $1.25 on the first 1,000 cu. ft., with a discount of 25 cents if paid in ten days, leaving a net rate of $1. For the next 99,000 cu. ft., a rate of sixty cents is charged with no discount and for all over 100,000 cu. ft., a rate of 50 cents is provided, with no discount.

To the user of 1,000 cu. ft. of gas the proposed new schedule of rates for artificial gas means an increase of 25 cents if the bill is paid ten days after it is rendered. The gross rate is increased only 10 cents, but instead of a 25 cent discount, the discount under the proposed new schedule is only 10 cents.

The rates proposed for Hartford City in the petition are the same as those in effect in Marion and other cities served with artificial gas.

The gas company sets forth in its petition that because of the fast diminishing supply of natural gas it will be necessary within a short time to cease entirely its distribution of natural gas to the consumers in Muncie, Hartford City and Fairmount.

Under negotiations that have been carried forward between the two companies, it is set forth, that an agreement has been reached whereby the Logan Company will enter into a new contract with the local company to supply a ratable portion of natural gas to it, provided that the natural gas is used only in the production of manufactured gas to be served the patrons of the local company.

It is set forth by the local company that under such an arrangement it is possible to furnish manufactured gas at a considerably lower rate than would be the case if only coal or oil were used in the manufacture of the gas. The Logan company, it is said, has agreed to furnish the local company its ratable portion of natural gas until November 1, 1924.

They stated that the new service will be placed in operation here July 1, provided the rates are approved by the commission.

There will be no cost to the consumers in making the change. The gas company will send men to adjust stoves, etc., free of cost to the consumers.

New Rate in Effect

Cleveland, Ohio. — Cleveland's new natural gas rate ordinance went into effect Monday, but householders will not be billed at the new rate until July 20.

R. W. Gallagher, vice-president and general manager of the East Ohio Gas Co., said extensions would be started at once on streets without gas. This will take care of 6,000 additional homes.

The new rate runs from 45 cents to $1 a thousand cubic feet. It also provides for a readiness-to-serve charge of 50 cents a month, to be paid by all users.

Water Gas Apparatus Contracted For

The U. G. I. Contracting Co., of Philadelphia, has lately been awarded contract for the installation of an 11-foot cone top carburetted water gas apparatus, together with a vertical waste heat boiler and its new model "B" automatic control at the Flint, Mich., plant of the Michigan Light Co.

President Thompson Praises Bureau of Mines

A. W. Thompson, president of the Philadelphia Company of Pittsburgh, Pa., said in connection with the discussion which has arisen because of the report of the Bureau of Mines in connection with investigations it is making in Pittsburgh relative to burning natural gas in homes:

"The Bureau of Mines has undertaken a series of experiments in connection with the burning of natural gas, which have resulted in showing some very important things, among them being the occurrence of carbon monoxide in the burning of natural gas under certain conditions. It has long been known that carbon monoxide is one of the dangerous aspects in manufactured gas and therefore its appearance in natural gas is important. The warning of the Bureau of Mines is not only very commendable, but should be taken seriously by the consumers of natural gas particularly, because of the reference to monoxide poisoning.

"The gas companies in this district are co-operating with the Bureau of Mines and helping in every way to bring about conservation of gas through not only burning the gas safely but economically. While technically the equipment for burning gas on the property of consumers is 'their responsibility,' the gas companies of this community stand ready and are willing to help in every way to bring about the best results for the consumers as well as the companies which the officers engaged in their work represent."

National Fuel Gas Co.

The annual report of the National Fuel Gas Company for last year shows gross sales of $12,767,045 and net profit after expenses, taxes, depreciation, depletion and amortization of $3,289,834, equivalent to $8.89 a share on the $37,000,000 of capital stock. The company's balance sheet disclosed total assets of $37,948,370, of which cash accounted for $547,120 and accounts and securities receivable, $4,867,089. Surplus was $125,660. The company has properties in Pennsylvania, Western New York and Canada.

May Take Over Gas Company

Vicksburg, Miss.—A meeting of the stockholders of the Vicksburg Gas Company will be held, at which time it is expected that plans will be presented for the taking over of the plant, equipment and entire business by a number of local business men. The deal, which is practically certain to be consummated, is to follow the election of new officers and the making of plans for general improvement and repairs, both at the plant and on the mains, and also extension of the supply mains.

Savings Fund Started

Savannah, Ga.—In August, 1922, the employees of the Savannah Gas Light Company voluntarily formed an association authorizing the company to deduct from their salary amounts of $1 or more weekly, or semi-monthly, the employees, under the rules and regulations, to receive interest of 5 per cent, and to be able to withdraw, increase or decrease the savings at any time.

The savings feature started off with about 25 per cent of all employees, including white and colored. It now has almost 100 per cent membership of the permanent employees. There are a number of the employees who have been with the company ten and twenty years and a few even longer. These old employees regret that the association idea was not started years ago.

The early part of this year the company offered to the membership of the association an accident and health policy. No physical examination was required. Each employee authorizes the treasurer of the association to deduct the monthly premiums from their savings fund. The risk is carried with an authorized insurance company with premiums at a very low rate. At present the association is carrying the accident and health policy.

It is said that the savings fund and the disability policies have been very helpful to the employees.

Change in Gas Franchise

Ashtabula, Ohio—The directors of the North Eastern Oil & Gas Co. working to obtain an artificial gas plant or a supply of artificial gas from other sources for all of the northern cities and towns of the county have changed terms of the previous franchise asked and eliminated the 50 cents readiness to serve charge. The company, if given a franchise in Conneaut, Kingsville, Geneva and Jefferson, and a similar franchise to the Ashtabula Gas Co., will proceed to get the gas needed at a rate of $1.10 per thousand, and, with a charge of 75 cents as the minimum charge for the first 500 feet. This is the lowest price that can be offered and make it possible to finance the proposition.

The Ashtabula Gas Company has given an option to the North Eastern to buy its plant for $350,000. The North Eastern is owned by 822 residents of Conneaut, Kingsville and Jefferson. The directors want Ashtabula and Geneva consumers to become interested in the company and to take their proportionate share of the stock. The present North Eastern property will go into the larger company at its actual value, as determined by disinterested appraisers. The management of the enlarged company will be entirely in the hands of the directors elected by all of the stockholders.

The directors of the North Eastern Company cannot proceed until uniform franchises are granted and they are in a position to submit to their stockholders for ratification of the plans they then have formulated for financing the enlarged corporation.

New Gas Holders

Geneva, N. Y.—The Empire Gas and Electric Company has started clearing the site in Wadsworth street for a new gas holder. The ne wholder will be the largest between Rochester and Syracuse and will have a capacity of 500,000 cubic feet, will be 100 feet in diameter at the base and 100 feet high and of the three lift of four section type.

The present holder has a capacity of 100,000 cubic feet, but is emptied three times a day. The old holder will be torn down as soon as the new one is up, which will be in about thirty days. The holder will cost approximately $86,500.

Opposition to Gas Franchise Waning

Kenmore, Ohio.—Gas consumers are said to welcome the free demonstrations and adjustments of burners to be made by the East Ohio Gas Co. this week. Many feel that their gas bills will be diminished if the flame is properly adjusted.

Demonstration will be made at the solicitor's office in the city building and will be in charge of trained inspectors.

Natural gas experts are to visit every house or building where gas is consumed for an inspection of the appliances and they will make adjustments without cost. They say that by proper regulation of the burner so that the flame will be only about an inch from the cooking receptacle, the gas consumption will be less and the bills smaller.

The demonstrators display several pictures of appliances taken during the inspections in other cities. Many are of water heaters which the demonstrators say cause the greatest amount of trouble. They say that the heaters are often placed too high or too low. They have found several heaters on the floor. Heating stoves, improperly adjusted, are also a source of trouble and high bills.

Since the demonstration has been started all talk of referendum of the contract adopted by council at the last meeting has stopped and will probably not be revived. Citizens seem to have become tired of the long fight and are willing to concede to the franchise to become effective next month.

Mayor Goodman has not signed the ordinance as yet, but as he approved the agreement before the citizens committee reported to council of the results of the conferences, it is probable that he will approve the measure before the next council meeting.

Doherty Training School to Be Resumed

Arrangements have been made at Denver to again start the public utilities branch of the Doherty Training School, which during the past few years has been discontinued.

G. W. Faller, now general manager of the City Light & Water Company at Amarillo, Texas, has been chosen to head this school, which will be operated in connection with the Denver Gas & Electric Company, Denver, Colorado. Mr. Faller has been exceptionally successful in training men in the Amarillo organization, and will shortly go to Denver as assistant general manager of the Denver Gas & Electric Light Company.

Mr. Faller will be succeeded at Amarillo by Ross Philips, formerly secretary of the Lincoln Gas & Electric Light Company, Lincoln, Nebraska.

The Oil Division Branch of the Doherty Training School at Bartlesville, Oklahoma, is being successfully conducted under the direction of Floyd C. Brown, assistant general manager of the Empire Gas and Fuel Company.

Gas Improvements to Cost Five Million Dollars

Los Angeles, Cal.—Five million dollars will be spent for the improvements and betterments by the Southern Counties Gas Co. and the Southern California Gas Co., according to information given out recently before the commercial board of Los Angeles, where a gas industry program was held under the direction of Clyde H. Potter, advertising and publicity manager of the former company.

Frank H. Bivens, representing the Southern Counties utility, and F. W. Schafer, assistant general manager of the Southern California Gas Co., talked of the various phases of the gas development in Los Angeles and Southern California. Bivens brought out the point that his company will spend this year close to $3,000,000 for improvements on its system and Schafer stated that his company would spend close to that amount in order to keep abreast of the development in Los Angeles and contiguous territory.

Erect Holder

Buffalo, N. Y.—The Iroquois Gas Company of Buffalo will build a 5,000,000 cubic-foot gas holder on Baraga street, near the Donner Steel Company's coke ovens in Buffalo. Cost of the holder will be about $500,000. Permission for the erection of the big holder has been granted by the Buffalo City Council.

Public Service Gas

Public Service Gas Co., New Jersey, a subsidiary of Public Service Corp., has placed an order for 60 miles, or about 3,500 tons, of new gas pipe. Pipe will be used to lay new mains in those sections where new or increased service is demanded.

Public Service Will Repaint Gas Holders

Newark, N. J.—In order to conform to a general standard of color in gas holders adopted by all gas companies in the metropolitan area, Public Service Gas Company will hereafter have its holders painted a light brown instead of the present red and black. The first holders to be repainted are the North Park Street holders in Orange and the one in Bayonne. Altogether about thirty holders in Public Service Company will be done over. It is reasoned that a lower visibility will be obtained from the light brown.

Detroit City Gas Company Awards Contract

The U. G. I. Contracting Company of Philadelphia has lately received a contract from the Detroit City Gas Company for the installation of four (4) Cone Top Carburetted Water Gas Sets, having a total daily capacity of 14,000,000 cu. ft. Each apparatus will be equipped with the U. G. I. Model "B" Automatic Control.

New Gas Rate Effective

Ocean Grove, N. J.—A new rate for gas supplied by the Coast Gas Company will be 1.65 per thousand feet to all-year consumers, a reduction of twenty cents. This ruling has just been made by the State Public Utilities Commission, following litigation instituted by a number of nearby municipalities. In addition to the $1.65 rate, summer consumers will be charged $1.25 for the first 100 feet.

The commission at the time of granting this reduction increased the rate of the Lakewood Gas Company to $2.25 per 1,000 feet.

Gas Contract With City Approved

Harrisburg, Pa. — The Public Service Commission has approved the contract between the Equitable Gas Company and the City of Pittsburgh for the furnishing of gas for fuel and light for the city buildings and stations for a one-year period.

Coney Island Gas Concern to Have New Home

New York, N. Y.—The Brooklyn Borough Gas Company is to have a new office building in West Seventeenth street, near Mermaid avenue, Coney Island. The present offices have been vacated and the furnishings moved to No. 2215 Surf avenue, which will be occupied until the new structure is erected.

Miss Mary Dillon, general manager of the company, decided upon a new building in connection with the program for the enlargement of the entire plant made necessary by the growth in business. She determined that the old building was inadequate to house the various offices and sales departments of the company. On the site of the old frame building will rise a modern fireproof four-story structure that will cost about $275,000. Work will begin immediately and it is expected that the building will be ready for occupancy in about a year.

It is also announced that the recent bond sale of $500,000 has been oversubscribed by about $100,000. The bonds were purchased principally by consumers and employees.

Big Chemical Exposition Plan

The Chemical Exposition, the ninth since its founding, which will be held during the week of September 17th to 22nd, at the Grand Central Palace, New York, promises to be comprehensive of all chemical dyestuff and medicinal industries, including chemical equipment and laboratory supplies as per announcement by managers of said exposition.

Many new features of both educational and industrial nature will be a part of this year's exposition. The advisory committee contains the names of some of the best known chemists and manufacturers in the chemical industry which lend a national and authoritative aspect to the undertaking.

First Aid Booklet Issued by American Gas Association

The American Gas Association has issued a booklet on First Aid and Resuscitation in Gas Asphyxiation. This is a very valuable and useful piece of work and gives details of how to protect oneself against gas asphyxiation, and how to revive those who are unfortunate in being poisoned by the gas.

The booklet contains a number of different photographs, illustrating first aid methods, and gives instructions concerning the use of gas masks and inhalators. The inhalator is used for sucking the gas out of the patient and inducing artificial respiration.

We are advised that this booklet can be obtained from the American Gas Association in quantity.

Veteran Employees of Philadelphia Co. Receive Emblems

The Philadelphia Company, of Pittsburgh, Pa., is fortunate in having in its service an unusually long list of veterans, among which are 120 men who have served the company twenty years or more.

Recently the company arranged to reward the long service of its employees by giving them medals, starting with the employees who had been in the service of the company for at least five years and going upward to the employee who was in the company service for a maximum number of fifty years.

In this way the Philadelphia Company has indicated its appreciation to its employees for their faithful service, and at the same time has devised a method of grading its employees, whereby each and every man can graduate from one grade to the next by one method only, namely, prolonged service.

The company gave a medal to			
1 man	who was in service	50	years
9 men	who were	45	"
9	"	35	"
29	"	30	"
20	"	25	"
59	"	20	"
142	"	15	"
301	"	10	"
250	"	5	"

Continuous Billing Authorized

Savannah, Ga.—Under authority of the Public Service Commission, the Savannah Gas Company will change its present method of billing customers to what is known as the continuous billing system.

This plan is expected to be much more satisfactory to consumers, as it will enable complaints of errors on bills to be made immediately after the reading of the meter and will therefore make correction easier in case a mistake has occurred.

Instead of billing customers a month after the meter has been read, the new plan provides for sending the bill a day or two after the reading takes place. The customer is then allowed ten days in which to pay and receive a discount for payment within this time.

In addition to the better service the consumer will enjoy under this plan, the congestion occurring in the gas office at the 9th and 10th of every month will be avoided. At this time a large number of people are attempting to pay their bills. Some of them have lost the bills and they have to be duplicated. Others have what they think are errors to complain of. This makes for further delay, and is found to be unsatisfactory, as the reading of the meter has taken place about a month prior to the time when the bill is presented for payment.

The larger cities of the East and West have had the continuous billing system for some time. It is expected to give equal satisfaction here to the consumer and to prevent many of the inconveniences that people now suffer from. Only one bill will be presented in a month.

Thirty days' notice must be given before the new plan can be put into effect. It will probably be about July 1 before it is started in Savannah.

Cost of Gas Making Increases

Pontiac, Mich. — The Michigan Light Company, through B. G. Campbell, its local manager, notified the city in connection with the monthly report of gas sales filed with the commission that the price of labor is rapidly advancing, the company having had to pay $150 more a month in April than the month previously, and a further increase is anticipated. It was stated that the contract prices for coal are going to be higher in 1923 than in 1922.

To Improve Gas Plant

Centerville, Iowa. — The Iowa Southern Utilities Company is making improvements to the extent of about $25,000 to their gas works at Centerville. The American Gas Construction Co. of Newton, Iowa, will perform the work. It includes extensions of gas mains, new relief holder, high pressure gas storage tanks, electric driven compressors, etc.

New Method of Billing at Atlanta

Atlanta, Ga.—On and after June 1st all bills for retail electric and gas service in Atlanta will be rendered under the continuous billing methods approved by the Georgia Public Service Commission.

The city has been divided into 24 sections. All meters in one section will be read on approximately the same day each month and the bills rendered five days after the meter reading date. Bills will be due when rendered, and the usual discount will be allowed if they are paid within ten days of the date shown on them.

Under this system, each customer will receive his bill on approximately the same date each month, and the expiration of the discount period will also fall on approximately the same date.

The continuous billing method is expected to prevent congestion and save much loss of time suffered by customers under the old system used in Atlanta, and will enable the gas and power company to give more careful attention to the requests of customers in paying bills.

Employees Honor Manager

Elmira, N. Y. — Surprised beyond measure, Frederick H. Hill, general manager of the E. W., L. & R. R. Co., could hardly express his thanks to the employees of the company after he was presented with a beautiful solid silver service. The presentation took place in the dance hall at Rorick's Glen during a dinner tendered the employees of the company by Mr. Hill in honor of his tenth anniversary as local head of the organization.

The presentation speech was made by Attorney Halsey Sayles, legal representative of the company for nearly 25 years. He remarked on the difficulty of the head of such an organization being popular, but stated emphatically that Mr. Hill had gained the unstinted admiration of his employees and attained real popularity.

Immediately following the dinner, Toastmaster Frank Huston and Ben Kaplan entertained with songs and parodies.

About 300 employees were present in the dance hall, which was prettily decorated with bouquets of carnations, flags and smilax.

Gas Co. Makes Big Improvements

Tampa, Fla.—The $175,000 program of improvements and extensions being carried on by the Tampa Gas Company for over a month has been done with greater speed and more satisfactory results than any previous improvements by the company, according to statements of officials. The program, when completed, will make the local plant one of the largest and best equipped plants in the South. Reports show that already seven miles of new mains have been laid and other improvements completed at the plant.

The suburban section is practically all laid with new mains.

The program for extensions and improvements at the plant will greatly increase production facilities. Many of the buildings are being enlarged and new equipment placed. The installation of new generators is one of the greatest improvements planned by the company. These latest type generators, of the finest used in gas manufacture, are expected to be placed by June. They will have a generating capacity of 2,500,000 cubic feet of gas every twenty-four hours. Automatic control of the generators provide for a continuous even temperature and their operation reduces labor to a minimum.

Stock aggregating $300,000 has been purchased locally. It is the desire of the company to have all of its 9,000 Tampa gas consumers as stockholders in the business.

New Gas Plant Being Built

Hibbing, Minn. — Construction work on the new city gas plant is in progress, under the supervision of the contract builders of the new village hall, the Phelps-Drake Company, and with a full crew on the job, the new plant will be completed on August 1.

The new gas plant will be used in addition to the present equipment at the city gas plant. It is a one-story brick building of industrial type. It is being erected without foundation and will house a new type of water gas making equipment, which will use by-products of the present unit, coal gas.

The new unit will be built at a contractor's price of $95,693. This includes the building of red Menominee brick, with steel roof trusses and concrete floor, and four new pressure tanks, which will stand above the ground.

The present gas plant manufactures gas as it is used and the new unit is needed because consumption uses the gas up to the capacity of the plant at all times.

The water gas, proposed for the new unit, will use coke, a by-product of the coal gas plant, and the two gases, water and coal, will be mixed and the public will use the combined gases for consumption.

Overwhelming Vote in Favor of Conference in Gas Matter

Jamestown, N. Y.—That users of natural gas in Jamestown are overwhelmingly in favor of an honest effort being made by the city authorities to settle the gas question through a conference with the officials of the Pennsylvania Gas Company, if possible, is shown by the response to the questionnaire sent out by Frank O. Anderson of the citizens' gas committee to 12,300 users of natural gas in the city. Thus far, Mr. Anderson has received 4,900 replies to the two questions submitted to gas users, and of that number 4,570 favored a settlement of the gas matter by means of a conference, while only 190 expressed themselves in favor of leaving the matter for the courts to decide. In other words, 24 persons favor a settlement through a conference to every person who wants the matter left for the courts to determine. Of the 4,900 persons who returned the cards, 140 signed both ways, apparently favoring both methods of settlement.

These are the two questions submitted to gas users:

It is my opinion that an honest effort should be made by the city authorities to, if possible, settle the gas question through a conference with the officials of the gas company.

I believe that the gas question should be left for the courts to decide.

Gas Company Re-elects

Albany, N. Y.—The nine directors of the Municipal Gas Co. re-elected are: Nicholas F. Brady, who is also president of the company; Robert C. Pruyn, who is also chairman of the board of directors; John A. Delehanty, Edward B. Cantine, Chares Gibson, James C. Brady, E. P. Gavit, John S. McEwan and Neile F. Towner.